

# Automotive Daily News



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## ACCESSORY SALES HURT BY AUTOS FULLY EQUIPPED

**Detroit Dealers Object  
To So Many Extras  
On Cars**

By WALTER C. BOYNTON

**DETROIT, March 15.**—Establishment by many of the manufacturers of automobiles of a policy of turning out cars fully equipped, and action by a number of leading dealers in emphasizing the advantages of "de luxe," or equipped cars, have had the effect of slowing up the accessories business in Detroit.

A survey of the dealers, both wholesale and retail, gives the very definite impression that while on the whole they are counting on a satisfactory volume of business this spring, many of them are experiencing that "Where do we go from here?" feeling.

A general undercurrent of resentment against the automotive manufacturers, on the part of Detroit accessory men, is very evident. One expressed his opinion that the manufacturers may carry too far the matter of selling equipment with the car, with the result that competition will lead to putting too many extras on the car; then, he said, the fully equipped car would command a price that many prospects would not be willing to pay.

The result, he feels, would be that the car would become the rule—and the accessory dealer would come into his own again. One argument against this point of view is that today's luxuries easily become tomorrow's necessities, and once the public becomes habituated to the "de luxe" type of car, it is going to be increasingly difficult to sell a car without extras.

In the meantime, wholesalers and retailers of accessories are unanimous in stating that they are being forced to introduce new lines into their stocks, in order to compensate for the lessened volume of business occasioned by the policy of manufacturer and dealer to sell equipped cars. Wholesale accessory houses are putting in replacement

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## B. C. Gas Tax Is Declared Illegal

**Montreal, March 15.**—The fuel oil tax of one-half cent a gallon, passed by the British Columbia Legislature in 1923, and estimated to return an annual revenue of \$400,000 has been declared illegal by Justice A. Morrison in the Supreme Court of British Columbia on the ground that the tax is indirect and ultra vires of the provincial Legislature.

In his judgment, Justice Morrison ruled that the tax is ultra vires, as not being direct taxation within the meaning of the British North America act.

The Attorney General of British Columbia has already announced that he would appeal an adverse decision to the judicial committee of the Privy Council.

## WHITE MOTOR DEVELOPS NEW SMALL BUS CHASSIS

**Cleveland, March 15.**—The White Motor Company has announced the development of a new small bus motor chassis designed to fill the demand for a coach of smaller capacity than the standard sized model, but retaining the low lines and other qualities of the latter.

The new chassis, which is known as Model 53, has a wheel base of 180 inches, and may be equipped with various types of bodies permitting the seating of from fourteen to sixteen passengers for interurban service or for twenty-one passengers for city service.

## AUTO FATALITIES VARY BY SEASONS

**February Totals Less,  
But Those for  
1925 Higher**

**Washington, March 15.**—Automobile accident fatalities as reported from seventy-nine large cities in the United States were 377 for the four-week period ended February 27, as contrasted with 434 for the preceding four weeks, according to the announcement of the United States Department of Commerce.

The daily averages for the two periods were 13.5 and 15.5 respectively. Bad weather at this season of the year when fewer cars are in use is believed to be the reason for the decrease of 13 per cent. For the same period last year the decrease was 26 per cent.

In an extensive survey conducted by the National Automobile Chamber of Commerce there were 19,828 auto accident fatalities last year, an increase of 10 per cent. over the preceding year, according to reports from communities comprising 83 per cent. of the country's population.

New York, Minnesota and Oregon won in the reduction of accidents for the year, the Empire State cutting its figures by 10 per cent. 60 per cent. of persons killed were pedestrians and 28 per cent. were children, the reports show.

Figures from the government report in the following show: First, the four-week period ended February 27, 1926; second, the four weeks period ended January 30, 1926; and third, the year 1925.

Albany, N. Y., 3, 30; Baltimore, 7, 8, 143; Boston, 6, 5, 145; Buffalo, 5, 10, 125; Chicago, 48, 57, 598; Cincinnati, 9, 7, 126; Cleveland, 9, 11, 229; Denver, 2, 3, 28; Detroit, 19, 14, 297; Flint, 2, 1, 24; Fort Worth, 4, 2, 23; Indianapolis, 7, 7, 71; Jersey City, 1, 4, 63; Kansas City, 6, 2, 45; Milwaukee, 5, 2, 10; Minneapolis, 5, 2, 76; New Haven, 1, 8, 42; New Orleans, 7, 8, 81; New York, 53, 75, 1,901; Newark, 6, 5, 101; Philadelphia, 15, 14, 306; Pittsburgh, 3, 12, 176; Portland, Ore., 2, 3, 50; Providence, 2, 2, 79; St. Louis, 10, 15, 195; St. Paul, 0, 3, 47; San Antonio, 5, 1, 39; San Diego, 4, 4, 43; San Francisco, 7, 3, 89; Springfield, Mass., 1, 3, 17; Syracuse, 3, 0, 29; Atlanta, 5, 2, 65; Los Angeles, 19, 21, 232; Seattle, 5, 1, 66.

## TO DISCUSS QUANTITY DISCOUNT AGREEMENTS

**Chicago, March 15.**—The scheduled re-opening this week of the hearings of the Wisconsin Bureau of Markets on the quantity discount agreements in the oil trade is expected to constitute a focal point of interest in the oil business. Distributors are giving more attention to this phase of gasoline marketing than any other.

## AUTO INDUSTRY LEADS IN MFG.

**Tops List on Increase  
In Employment and  
Pay Rolls**

**WASHINGTON, March 15.**—The automobile industry led the country's manufacturing activities in an increase in employment and pay roll for February, according to a preliminary report today by the Bureau of Labor Statistics of the Department of Labor.

The recovery in pay roll totals from the decline in January, caused by inventory taking, the report says, was most pronounced in the automobile industry, which gained 22 per cent.

As compared with the same month a year ago, the February figures showed that the automobile industry gained 26 per cent. in both employment of labor and pay roll totals.

## Mexico Increases Motor Purchases

**Monterey, Mexico, March 15.**—In 1925 Mexico bought from the United States 12,560 automobiles with a customs value of \$8,050,285, against 8,689 with a value of \$4,929,963 in 1924. Mexico bought 3,585 trucks, with value of \$2,041,976, against 1,993, with customs value of \$538,643 in 1924.

In 1925 Mexico bought from the United States 83,347 tires, with a customs value of \$1,058,351, against 90,966, with a value of \$989,103, in 1924.

## Plan Plant for Stinson Planes

**Special from A. D. N. Detroit Bureau**  
**Detroit, March 15.**—Plans are under way for the erection of a plant to produce the Stinson airplane in commercial quantities before July 1. A company has been formed with a capital of \$300,000, it is announced by William A. Mara, secretary of the organization. The Automotive Daily News has already published a description of the plane, which is said to have given satisfaction in its tests at Selfridge Field.

Men well known in Detroit are behind the Stinson plane and its designer, Eddie Stinson. Among them are Alex Dow, Charles T. Bush, Guy S. Greene, Thomas S. Merrill, William E. Metzger, George M. Slocum, Mayor John W. Smith, Bruce H. Wark, Dubois Young, Arthur W. Winter and Major Reed Chambers.

## OFF TO FRANCE

**Detroit, March 15.**—V. R. Heftler, president of the Zenith-Detroit Corporation, has sailed for France. He will spend several weeks with the French builders of Zenith car-buretors, studying the latest developments in the European field, particularly with regard to carburetion in commercial airplane and automotive engines.

## LITCHFIELD ON U.S.C.C.'S AERONAUTICAL BOARD

**Akron, O., March 15.**—Vice-President P. W. Litchfield of the Goodyear Tire and Rubber Company has been appointed a member of the division of aeronautics of the U. S. Chamber of Commerce. It is the first instance of recognition by that body of a lighter-than-aircraft manufacturer.

Other members of this group are Howard E. Coffin of Detroit; E. S. Gorrell, vice-president Stutz Motor Car Company; C. M. Keyes, president of Curtiss Aeroplane Company; M. B. Merrill, chief engineer of Ford Motor Company, and E. M. Cowie, president American Railway Express Company.

## AUTO EXPORTS GAIN IN VOLUME

**Argentina Takes Lead  
From Australia in  
U. S. Imports**

**New York, March 15.**—Segregation of figures on January's automotive exports showed that Argentina headed a list of twelve countries in the number of passenger cars imported from the United States.

In volume, automotive exports in January were 50 per cent. greater than those of a year ago. There were 21,171 passenger cars exported, against 14,497 in January, 1925. Classified according to value, the exports were as follows:—

	Jan. '26	Jan. '25
Value to \$500.....	11,222	5,461
\$500 to \$800.....	4,177	3,731
\$800 to \$1,200.....	4,575	3,653
\$1,200 to \$2,000.....	868	1,426
Over \$2,000.....	326	221
Total.....	21,171	14,497

Compared with a year ago, there were some interesting changes in the destination of these automobiles, as follows:—

Destination	Jan. '26	Jan. '25
Argentina.....	5,070	1,822
Australia.....	3,983	3,214
Brazil.....	1,915	621
Italy.....	1,555	862
South Africa.....	1,000	903
Mexico.....	965	875
Canada.....	520	493
Uruguay.....	629	224
New Zealand.....	535	399
Denmark.....	398	64
Philippines.....	373	150
Spain.....	361	412

The change in the relative positions of Argentina and Australia is due, not to Australia becoming saturated with automobiles, but to its taking more from Canada than it did last year. Exports of passenger cars from the United States to Australia this year were valued at \$2,130,000, and to Argentina \$3,119,000.

There were 5,141 trucks and motor buses exported in January against 2,985 in January, 1925, and 8,901 last December. Italy retained its position as the leading market for trucks; Australia, the United Kingdom, Denmark, Argentina, Cuba, Mexico and Canada being the principal takers after Italy.

## BACK FROM NEW ORLEANS

**Detroit, March 15.**—E. P. Telotte, president of the Telotte Buick Company, has returned to Detroit after a vacation of several months with his family in New Orleans. He drove a Buick car south and back.

## RUBBER MONOPOLY FIGHT LEFT TO MANUFACTURERS

**House Committee's  
Report on Situation  
Disappointing**

By FRANCIS P. DAILY

**WASHINGTON, March 15.**—The House Committee on Foreign Commerce has completed and submitted to the House its report of the investigation of the crude rubber monopoly.

Speculation is rife as to what action, if any, Congress will take in view of the lack of any drastic recommendations.

In other words, the tire manufacturing interests of the United States must use their own resources to smash the British price control, under the Stevenson act, and cannot expect to receive any co-operation or encouragement from the American government.

This, in fact, is the essence of the committee report, in so far as the tire industry is concerned, and, in the opinion of those close to the subject at the Capitol, was considered toothless and disappointing.

The committee, of course, "discovered" that the British monopoly of crude rubber was responsible for the high cost of tires and other rubber products in the United States. Because of British restrictions the rubber price advanced 300 per cent. above what was considered a "fair" value under the Stevenson control plan.

Continuance of the rubber monopoly, the committee found, will have a "disturbing influence" on international relations with Great Britain, aside from imposing "exorbitantly high prices" upon American motorists.

In accordance with the policy suggested by Secretary of Commerce Hoover the committee refrained from recommending direct retaliatory action in kind, such as restriction of cotton exports, but suggested the following chief remedies for the situation:—

1. Conservation and substitution in the manufacture and use of tires and similar products.
2. Creation of American sources of crude rubber supply in countries not under British domination.
3. Withholding of loans by American banking interests to British monopolists.

The only approach to a threat contained in one paragraph in the report. If the disclosures of the rubber monopoly do not force abandonment of the practices, the committee said, "it will not hesitate to reopen the investigation, and perhaps recommend some drastic measures."

The committee accepted the suggestion of the Rubber Association of America in urging that rubber be grown by American interests in southern Philippines, southern United States, Panama, Brazil, Colombia, Liberia, and other tropical countries.



## Await Selection of New Goodyear Tire President

Special to the Automotive Daily News

**KRON, O., March 15.**—While there is nothing to suggest a single name as the probable new president of the Goodyear Tire and Rubber Company, the following three men have been discussed here as possibilities:—

Vice President Paul W. Litchfield, works manager, president of Goodyear-Zeppelin and connected with Goodyear for twenty-five years.

Vice-President Paul W. Litchpenhain, sales executive, who became associated with Goodyear at the time of its reorganization.

H. H. Springfield of Detroit.

These men are possible candidates, at least, although nothing definite will be obtainable probably until the meeting of the Goodyear stockholders, which will be held March 29 in this city.

Litchfield is well known to the tire world through the part he has played in directing Goodyear's destiny. He joined the organization in 1900, and in this time has developed many basic patents on tire construction.

Espenhain's connection with Goodyear has been of shorter duration, but he has built a very enviable record for himself. He is vice-president in charge of sales.

### RICHARDSON TO RETURN TO SOUTH AMERICA

Special from A. D. N. Detroit Bureau  
**Detroit, March 15.**—D. B. Richardson of the H. M. Robins Co., Detroit, is returning to South America in the interest of several lines handled by his company. Among these is the Gottfredson truck. Mr. Richardson has made his home in the Argentine for the last eight years and was a pioneer in automotive matters in South America. Twelve years ago he took a Studebaker car across the Andes, from Buenos Aires to Valparaiso, a thirty-day trip that was never free from action and seldom free from danger.

### LYCOMING MFG. TO DOUBLE CAPACITY

**Williamsport, Pa., March 15.**—John H. McCormick, general manager of the Lycoming Manufacturing Company, builders of Lycoming motors, has announced that the first consignment of equipment and machinery, sufficient to double the capacity of the plant, increase its working force and enable it to eliminate night production, has been received. Many more carloads of equipment and machinery are to follow.

The equipment embraces every known modern tool and machine in the world of motor building and comprises many carloads. Milling machines, drill presses, machine tools and conveyors are included, which will enable the plant to double its capacity.

### MANHATTAN MOON CO. HAS FIRST N. Y. DEALER RALLY

**New York, March 15.**—The Manhattan Moon Company, Inc., held its first dealer rally this week at a luncheon given by the factory at the New York Athletic Club.

The Manhattan Moon Company, established on February 1 as a direct factory branch for the Moon six and Diana eight, has made remarkable progress in enlarging the dealer organization in the New York territory. Mr. Hunnewell, vice-president, in speaking to the dealers gathered, said it was intended to further increase the Manhattan Moon Company's dealer organization by no less than 100 new dealers within the New York, New Jersey, Connecticut and Long Island areas. F. H. Rengers, general sales manager at the factory, was the principal speaker at the luncheon.

**OFF FOR THE ARCTIC.** Above is pictured the start of the motor sled caravan from Nenana, Alaska, to the Arctic regions. This caravan is the Capt. George H. Wilkins Expedition, which is to make an effort to fly over the far regions north of the North Pole. The party is equipped with every modern piece of equipment, including motor sleds.



(International Newsreel Photo.)

### DAVIS INDUSTRIES BUYS HAYNES AUTO PLANT

**Chicago, March 15.**—The Davis Industries of Chicago have bought the assembly building of the Haynes Automobile Company at Kokomo, Ind. This structure was erected in 1920 at a cost reported to be \$1,000,000. It covers eight acres.

### French Exports Increase in 1925

Special from A. D. N. Washington Bureau  
**Washington, March 15.**—Of the 16,213 automobiles imported by France in 1925, 14,847, or 92 per cent., were furnished by the United States, while Italy was second with 999 cars, representing 6 per cent., according to consular advices to the Department of Commerce from Paris.

Exports increased considerably in 1925, including 55,689 automobiles and 4,782 motor trucks and tractors as against 43,863 automobiles and 4,197 trucks and tractors. Exports to the United States were relatively unimportant.

A striking feature of the French statistics is that the average value of exported automobiles in 1925 was 54,000 francs, or about three and a half times the average value of imported automobiles (9,800 francs), which indicates that the bulk of the imports was made up of low-priced American cars.

### VIRGINIA'S BILL FAVORS NON-RESIDENT TOURISTS

**Richmond, Va., March 15 (U. T. P. S.).**—What, it is predicted, will be a death blow to "road traps" was dealt when the Virginia Senate, by a vote of 20 to 14, passed the Willis Bill prohibiting constables and magistrates from collecting fees from non-resident motorists arrested for violating the Virginia state speed and railroad crossing laws.

The bill, Senator Holman Willis of Roanoke, Va., the patron, declared, is aimed at the practice in some sections of magistrates and officers setting traps for tourists, who pay the fees demanded and then spread bad reports about Virginia when they get beyond its borders.

The bill was attacked by Senators Layman and Wickham, both of whom declared it to be rank class legislation against Virginia citizens, who will still have to pay the fees upon conviction.

### DETROIT EMPLOYMENT REGISTERS NEW HIGH

Special from A. D. N. Detroit Bureau  
**Detroit, March 15.**—Employment in the Detroit district reached a new high mark for the week ended March 9, according to Chester M. Culver, general manager of the Employers' Association, which includes in its records two-thirds of the factory workers in this district. For the week ended March 9 the number employed was 274,399. This figure is 2,472 more than the week ended March 2, and is 62,908 more than were employed in the corresponding week of 1925.

### De Paolo to Enter Culver City Races

**Los Angeles, Cal., March 15.**—Automobile racing drivers are now arriving in this city from Miami, Fla., preparatory to entering the 250-mile championship race over the Culver City Speedway. March 21, conducted under the supervision of the Los Angeles Speedway Association and sanctioned by the American Automobile Association. Despite the fact that Peter De Paolo, world champion for 1925, has never won a race over the Culver City track, he will enter the lists with a Deussenberg straight eight determined to win. Fred Deussenberg will be at the track to encourage him.

To date sixteen of the leading racing drivers have declared their entry and others are expected in daily.

### Used Car Sales Pick Up in N. W.

By JOHN C. WETMORE

**Los Angeles, March 15.**—A straw showing which way the winter trade wind has been blowing in the Northwest lies in the report of new and used car and truck sales in Spokane county, Washington, in February made by the Washington Automotive Trade Association.

In the last month of the winter there were issued 229 new passenger car licenses, the makes credited with ten or more sales being Ford 88, Chevrolet 27, Essex 16, Star 13, Hudson 12, Oldsmobile 12, Overland 11, Dodge Bros. 10.

Movement of nearly 50 per cent. more used than new cars was an encouraging sign indicating that dealers were succeeding in clearing their floors of exchanges to make possible the acceptance of old cars as down payment on new ones.

Used car sales totaled 334, the makes credited with ten or more sales being: Ford, 177; Chevrolet, 60; Dodge Bros., 30; Star, 28; Buick, 21; Overland, 17; Oakland, 14; Hupmobile, 12; Oldsmobile, 10.

Motor truck sales totals were 29 new and 41 used.

### OFFER \$4,000 IN PRIZES FOR TRAFFIC SOLUTION

Special from A. D. N. Washington Bureau  
**Washington, March 15.**—Prizes aggregating 100,000 francs, or about \$4,000 will be distributed in a public contest to be held in Paris for the best ideas offered to solve the traffic problem with underground passages and garages in the French capital. H. H. Kelly, at Paris, today advised the automotive division of the Department of Commerce.

### STYLE AND AUTO SHOW

**Evansville, Ind., March 15.**—Evansville will have another auto show, according to announcement of a combined Style and Auto Show to be held March 29 to April 3 in Agoga tabernacle. The auto show, which will provide for the display of twenty-three cars, will give opportunity to dealers who could not exhibit in the Evansville Automobile Dealers' Association annual show of last week. Ed. Gentry is in charge of arrangements.

## ITALY'S '25 AUTO OUTPUT 39,573

Largest Increase in Fiat—Imports Increase

**WASHINGTON, March 15.**—The Department of Commerce estimates 39,573 automobiles were produced in Italy during 1925, practically all of which were passenger cars. This is an increase of 2,123, compared with estimates for 1924, or 5 3/4 per cent.

Largest increase in production, 2,000 cars, is shown by the Fiat, which manufactured 30,000 cars during 1925. The O. M. Company produced 2,100 cars, Alfa Romeo 2,000 and the Lancia 1,200. These companies all showed increases over 1924. Percentage of increase, from 240 cars in 1924 to 448 in 1925 by Isotta Fraschini is exceptionally large.

Combined production of other makes in 1925 is estimated at 4,273 cars, a net decline of 1,177 cars from the preceding year. The Vianchi, for which 2,000 cars were reported in 1924, appears for 975 in 1925.

Exports in 1924 amounted to 18,933 cars, while production was estimated at 37,450, leaving 18,517 cars for the local market. Official statistics show 26,752 cars exported during the first eleven months of 1925, or at the rate of 29,184 cars for the year, and on this basis the number of cars of local manufacture absorbed by the home market would have been 10,389, which is 44 per cent. less than for the year before.

Imports during 1925 amounted to 4,060 during the first ten months, against 1,224 for the same period of 1924, but still the number of foreign cars either assembled in the country or imported does not appear sufficient to account for the decline in local sales by Italian manufacturers.

### Improvement Seen In British Trade

Special from A. D. N. Washington Bureau  
**Washington, March 15.**—Great Britain's automotive industry is showing steady improvement, with production well maintained and an increase in export orders for spring and summer delivery, the Department of Commerce was informed today.

Manufacturers of light cars are getting the bulk of the business. Sales of American and other imported cars are reported as somewhat slow but production of some leading British companies has materially increased since January 1, with some price reductions.

Spring advertising campaigns for leading makes have been started. The new British factory of the Citroen interests, recently opened, is claimed to be the largest plant under one roof, with a capacity of 200 cars a day. The British Citroen includes front-wheel brakes, all-steel coach work and reduced prices.

The authorities of Stoke-on-Trent are reported to be negotiating with American automotive manufacturers for the erection of factories on plants in England. They are interested in communicating with American firms and are prepared to offer suitable sites and inducements.

### ELCAR ANNOUNCES TAX REDUCTIONS

**Elkhart, Ind., March 15.**—The Elcar Company announces that its dealers will be protected by the 2 per cent. tax reduction until the new law goes into effect on March 29.

TO DEALERS  
Your protected Dunlop territory may still be open. Write today.  
DUNLOP TIRE & RUBBER CO.  
Buffalo, N. Y.

**EVERY  
2 1/4  
SECONDS  
someone buys**

**DUNLOP  
TIRE**



## SPRING DELIVERY OF USED CARS IN MILWAUKEE

MILWAUKEE, March 15.—Delivery of used cars sold by Milwaukee dealers during the months of December, January and February for spring delivery was started during the first week of March.

A comparatively small number of those sold on this basis will be in the possession of their owners, however, before April 1. The used car situation continues to be somewhat of a problem for some of the local dealers, who find storage space for this equipment at a premium.

A number of the local dealers have been conducting energetic sales of used cars through the columns of local newspapers with somewhat satisfactory result. Advertisements of Ford dealers offering new car guarantees with all used Fords sold has brought in many customers.

The demand for used equipment, it is said, has been somewhat stimulated by these sales, and a greater number of used cars were disposed of during the first week of March than during the corresponding period in 1925. Practically all used cars being sold by local dealers leave the shops reconditioned, and in many cases, refinished.

### Birmingham Dealers Plan Sales Campaign

Birmingham, March 15.—Local automobile dealers are laying plans for an active campaign to dispose of the rapidly accumulating stock of second hand automobiles on the floors of the various dealer establishments.

While the large number of second hand cars is indicative of a good new car market, it is declared, dealers here are of the opinion that a good portion of the surplus stock of used cars can be cleaned up by concerted action.

Details of the plan will be announced following additional meetings when various members will be asked to make suggestions. Dealers report a greater number of used cars on hand now than at any time in recent years in this city.

### Market More Active In Little Rock Dist.

Little Rock, Ark., March 15.—Used-car sales have shown a considerable increase during the past week, although closed models have been most in demand. No extraordinary efforts have been used to move stocks which have exceeded in number of cars anything Little Rock dealers have ever carried through the winter.

The Little Rock Motor Car Company, Hudson and Essex distributor, has been finding buyers for the better class of reconditioned cars. W. A. Clubb, in charge of the used car department, is confident that before March is past the used car stocks in Little Rock will be materially reduced.

### JEWETT WINS IN SWEDISH RACES OVER FROZEN LAKES

Detroit, March 15.—Reports received by the Paige-Detroit Motor Car Company from its distributor in Sweden, Sven Du Rietz, indicate that American cars are leading in the new Swedish sport of automobile racing on the ice.

According to the report Du Rietz set a new speed record for American cars in Sweden recently by piloting a Jewett car over the ice at Lake Lindo at a speed of 127 kilometers an hour. A Jewett was credited with winning four races that same day.

### Autos in N. W. Cause Ferry Traffic Growth

Olympia, Wash., March 15.—Increased use of the automobile together with an immense gain in the number of motor vehicles operating in this section of the Pacific Northwest are accredited by officials of the state Department of Public Works as being the cause for the more than a score of new ferry lines that have sprung into existence on different parts of Puget Sound in the last few years.

Many of these lines, according to department officials, have not been in existence for a year as yet, while even among the older concerns but few are found to date back further than four or five years. The department is now concerned in arranging fair and uniform rate schedules for these concerns.

### Cook Explains His Selling Methods

Special from A. D. N. Detroit Bureau  
Detroit, March 15.—E. H. Cook, salesman for Aaron De Roy Motor



Car Company, Hudson-Exsex distributor, sold 137 new cars in 1925. He expects to do a third more business in 1926 and has already made a good start.

In January he wrote seventeen orders and made twelve deliveries. In February he wrote nineteen orders and made ten deliveries. "For the first ten days of March I show six orders and four deliveries as against two orders for the same period of 1925," says Mr. Cook, "so I have every reason to be confident that I shall exceed my 1925 record of selling approximately \$110,000 worth of cars. The price cut is stimulating sales very materially."

"Every one of my new owners receives a form letter from me ten days after he takes delivery of his car telling him to telephone me, personally, if there is anything I can do for him. With this letter I enclose three self-addressed postal cards, and ask him to fill these out as the opportunity presents itself, giving me the names of three prospects. One out of every ten cards is returned to me, and these prove to be a very satisfactory source of prospects. Satisfied owners sell cars for me; 40 per cent. of my sales are to men who have bought from me previously."

### VARIOUS DEALERS VISIT FORD PLANT

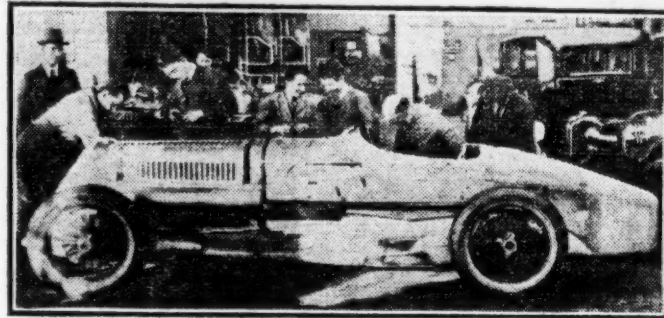
Atlanta, Ga., March 15.—Ford dealers and salesmen of Atlanta have just returned from a visit to Detroit, where, with Ford dealers from nearby cities, they put in two days visiting the manufacturing plants of the Ford Motor Company.

"Of course, we merely scratched on the surface just a few phases of the Ford industries," one of the dealers explained. "It would take months—even years—to become thoroughly familiar with the tremendous enterprise behind Ford cars. In Detroit alone, in the River Rouge and Highland Park plants, more than 120,000 persons are employed in producing Ford cars. Contrast that figure with the population of our town."

### DALLAS DEALERS ON TRIP

Dallas, Tex., March 15.—More than 300 Ford dealers from the 117 Texas and Oklahoma counties included in the Dallas territory, attended a two-day convention here recently after which they boarded a special train to Detroit, where they were to be guests of the Ford Motor Company. While here many of them for the first time inspected the new Ford plant in this city.

"HUSH, HUSH, NO. 1." The British racer, so-called because it was built in secrecy. It almost ran away with Major H. O. Seagrave when the feeding gear control parted from the carburetor while the machine was traveling 154 miles an hour. New world's speed records are predicted for the racer by its designers.



(P. & A. Photo.)

## With the Distributors

### NEW AUBURN BRANCHES

Charlotte, N. C., March 15.—Plans have been completed for the opening of a branch in Charlotte for the distribution of Auburn automobiles, through the Carolinas, and several carloads of that make have been unloaded here, according to C. T. Farrell, who is directing the opening. He states that negotiations have been opened with dealers in Concord, High Point, Asheville, Salisbury and Winston-Salem for the institution of Auburn branches in those cities.

### STUDEBAKER DEALER

Brockton, Mass., March 15.—The State Motor Company, Inc., of Quincy, has just opened a dealership in this city for the Studebaker car with a show room at 291 Main St., in the heart of the automobile section of the city, and a service station at 9 Maple Ave.

### SALES PROGRAM LAUNCHED

Rochester, N. Y., March 15.—The Alliance Motor Corporation here has launched its sales pro-

gram for the year, after a dinner and meeting of officials and sales representatives at the Sagamore Hotel. Members of the main office sales department, city subdealers, out-of-town sub-dealers and officials of the Cleveland district were in attendance. The Alliance Motor Corporation handles Chrysler cars.

### DISTRIBUTOR MOVES

Chicago, March 15.—Community Motors, Oakland and Pontiac distributor, will take possession of quarters now occupied by the Cadillac Motor Car Company as an uptown branch at 5137 Broadway the middle of this month. The Cadillac has leased a new home in that neighborhood. W. L. Heacock will manage the new Community store on Broadway.

### ANNIVERSARY OBSERVED

Butler, Pa., March 15.—Cheesebrough Company, Buick-Cadillac distributor for Butler county, is holding an open house until Saturday in celebrating the third anniversary of the use of the three-story building.

## Used Car Auction Proves Successful

Philadelphia, March 15.—The automobile auction sales of the Sweeten-Hamilton Company here have gained great popularity in this city, and even inclement weather and snow does not deter the public from attending the sale in large crowds.

This innovation in automobile selling was introduced by James Sweeten, Jr., in his efforts to find a way to minimize the losses in the sale of used cars.

Mr. Sweeten, who has been in the automobile business for eighteen years, found that by selling both repossessed and used cars at absolute auction and moving them in quantities to the highest bidder, the seller is able to reduce sales costs tremendously to the profit of the individual buyer.

He pointed out that one of the strong points that has made this novel sales plan a success is the fact that every automobile is subject to inspection before sale, and no car not in running condition is placed on auction.

### LICENSE PLATES NO. 13 UNPOPULAR IN FAR WEST

Olympia, Wash., March 15.—Dealers' license plates No. 13 are again back in the State License Department's storerooms, following their return by a Seattle dealer, who complained that, while not being superstitious himself, there were those among his customers who were. This same dealer, according to state officials, less than a fortnight ago declared he had no qualms about accepting the odious number; despite the fact that another Seattle firm, the 1925 holder of the license, had gone bankrupt before the year was up.

Miami, Fla., March 15.—Albert Champion, president of the A. C. Spark Plug Company, of Flint, Mich., is a visitor here for the remainder of the season.

for Economical Transportation



Greeted by a sensational demand the world over, the Improved Chevrolet is setting new sales records month after month.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	1/2 Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



## Tire Sales Improving, With Balloons Favored

MILWAUKEE, March 15.—Balloon tires are becoming increasingly popular with motorists in this section of the country.

The time is not far distant, tire men say, when not only practically all private passenger cars will carry balloons, but all motor coaches as well will be equipped with the low-pressure variety of tire.

The popularity of balloons during the coming spring and summer months is indicated by Milwaukee sales. During the early part of March it was estimated more than 60 per cent of all tires sold here were balloons. This includes truck tires as well as tires for passenger machines.

Dealers report a steady business for the first week of March. Road conditions, which make good wheel equipment a necessity for safe motoring, have been responsible in part for the demand of tires. The fact that the few motorists who have had their cars in storage during the winter months are now preparing them for service during the spring season has also been reflected in the tire business.

The demand during the past week has been fairly evenly distributed among the different sizes of tires. High-pressure cords sold during the week were to a great extent for Fords and smaller makes of cars. The demand for large sizes in the vast majority of cases called for balloons.

### CHICAGO SALES SLOW

Chicago, March 15.—Although sales conditions in tires in Chicago were rather drab last week, dealers were unanimous in predicting that an excellent season was in prospect, in spite of high rubber prices.

"As soon as the motoring public gets on the roads, with the advent of fair weather, tire sales are certain to boom," was the consensus of opinion. "You can't keep the motorist indoors, and he has to have tires. He'll sooner pay higher prices than put the car up."

The Goodrich Tire Service is doing an excellent business at the present reports W. J. McKeown, sales manager. While our tires are not moving as fast as they did last year, business is opening up. Our repair material sales have practically doubled over last year, as many motorists plan to repair old tires rather than buy new ones.

M. Steinberg, sales manager of the local Goodyear branch, reports a favorable market. "Our tire sales are ahead of last year, possibly because we have gone after the business harder," he says. H. S. Egan, sales manager of the Hood tire branch, reports a fair market. "The consumer is holding off, waiting for further reductions in prices. Our mail order business is coming in fine, and we expect a big retail business as soon as the weather becomes more favorable."

### PORTLAND SALES GOOD

Portland, Ore., March 15.—The sale of tires was generally better here during the first week in March than it was during the last week in February. Opinion is divided as to why the increase in sales occurred as it did.

H. E. Weisner of the firm of Fordney-Bowman-Weisner, dealer in C. T. C.

tires, announced that their business doubled during the week of March 1-7 over the previous week.

Peck Bros. & Bartle announced that the sale of tires had been slow with them, and that the first week in March showed no increase over the previous week. This was the one exception to the general report of increase in sales. They believe that automobile owners are waiting to see if there is to be another drop in the price of tires and that they don't buy until they actually need them.

### TIRE DEMAND INCREASES

Charlotte, N. C., March 15.—The anticipated increase in demand for automobile tires, consequent to the recent reduction in prices, is slowly developing in the Carolina territory, according to reports available here.

Most of the dealers are well stocked, and the wholesale demand is mixed and unsatisfactory at this time, it was understood. The wholesale business is fairly good in the larger centers of population, but in the small towns, where dealers apparently bought liberally when the modified spring dating proposition was presented several weeks ago and before the price cut, the demand is slow.

Victor Shaw of Charlotte, one of the well known dealers in this territory and a director in the National Tire Dealers' Association, said that the retail trade in this section is slow at this time, but the prospects are that a substantial improvement in conditions may come within a few weeks. Many dealers took losses ranging up to \$1,000 as a result of shrinkage of inventories when the recent reduction of prices was announced, he said. With some dealers that result was a source of worry and pessimism; with others, it brought about increased efforts to sell tires.

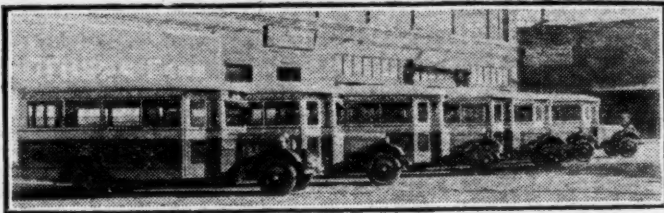
The report of Mr. Shaw was substantiated the same as those obtained from Huntley Brothers Vulcanizing Company, Scherling dealer; Harrelson & Grice, hood dealer, and McDonald Service Company, Firestone dealer. Each of these Charlotte concerns, as well as the Shaw Vulcanizing Company, Goodyear dealer, reported sales are fair, with a heavy demand for repair service continuing.

### PRICES CUT IN WACO

Waco, Tex., March 15.—Tire price cutting continues in Waco. The Hicks Rubber Company, Texas's largest dealer, still maintains the lead, but other local firms are also making sweeping reductions in tire and tube prices in the face of declines in the crude rubber market.

Tire sales are ahead of the same time last season, the increase in business being probably 15 per cent. Balloon sales have been increased measurably by the advent of spring weather. Tube sales are keeping pace with the sale of tires. Cord tires find a readier sale than do fabrics.

**READY FOR SERVICE.** First delivery of Graham Brothers 26-passenger motor buses for the Southern Indiana Gas and Electric Company of Evansville, to supplement service on its street car lines. The buses will operate on streets and in suburban districts not served by the street cars.



## CHECKER MOTORS CORP. FORMED

Chicago, March 15.—The Checker Motors Corporation has been formed here by interests associated with the Checker Taxi Company to manufacture, sell and rent taxicabs.

The present cabs, consisting of all makes of cars under the Checker name, will be replaced by the new standard model as rapidly as they can be retired.

Among the directors of the new company are Joseph Wokral, president of the Checker Taxi Company; Clarence R. Irish, William M. Carlton, Theodore Rubenstein, Joseph Epstein, A. B. Fritzshal, Edward Dixon, William Blanchard and Paul Thomas.

The motors corporation will have \$135,000 common stock of \$5 a share par value. A large part has already been subscribed. Nearly 98 per cent of the stockholder drivers of the Checker Taxi Company will be stockholders in the new company, it is claimed.

A report of the Checker Taxi Company just issued shows that from July to December of last year operations resulted in a net profit of \$49,465. The balance sheet as of December 31 shows a net deficit of \$64,691; \$587,720 preferred stock, no common stock; current assets of \$56,134 and current liabilities of \$270,037.

## PROPOSED HIGHWAY FOR SOUTH AFRICA DISTRICT WOULD CALL FOR BUSES

London, March 15 (U. T. P. S.).—A recently issued report of the electricity supply commissioners at Cape Town, South Africa, contains the striking suggestion that instead of the railroad line from Cape Town to Sea Point being converted from steam to electric, it should be done away with, the permanent way surfaced with reinforced concrete and motor omnibuses of the largest capacity used for carrying passengers between the two points. The speedway thus constructed would be reserved for the sole use of these government-owned buses. The alternative is the spending of more than £100,000 in electrification. As it is almost certain that the commission's suggestion will be adopted, valuable contracts for the supply of buses may be placed shortly.

### ONTARIO BUS TRAFFIC

Toronto, March 15 (U. T. P. S.).—S. L. Squires, deputy minister of highways for this province, is reported as saying that motor bus traffic on the highways of Ontario had doubled in the past year. He stated that 216 such vehicles were now regularly running on the main highways of this province.

### DRAW SPACE FOR SHOW

Olympia, Wash., March 15.—Eleven automobile firms of Kelso and Longview, Wash., have arranged for space at the Cowlitz County Automobile Show, which will be held in the Sevier Building, Longview, March 22 to 27, inclusive. The firms have contracted to use thirty-nine spaces in all. Eighteen thousand square feet of floor space is available for the show.

## Tire Exports Show General Increase

Washington, March 15.—While American and French tire exports increased during December, those of the British declined, according to figures compiled by the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

Figures in the survey covering exports of casings during 1924 and in 1925, so far as available, show, further, that Canadian exports held up well and that Japanese exports were exceptionally heavy in July, the last month for which Japanese statistics were available.

The total 1925 exports of automobile casings from the leading producing countries may now be compared with 1924 figures as follows:

	1924.	1925.	Inc. Per.
France	1,677,000	1,871,000	11.6
United States	1,389,000	1,770,000	27.4
United Kingdom	250,000	872,000	58.5
Canada	500,000	855,000	71.6
Germany	144,000	175,000	21.5

## Mellinger Tire Co. to Have Plant at Oakland

Oakland, Cal., March 15.—The Mellinger Tire and Rubber Company of Kansas City and Philadelphia will locate its Western division headquarters here.

This was announced by B. L. Mellinger last week when he personally selected a site here to house the organization. From Oakland tires, tubes and batteries, products of the Mellinger company, will be distributed to the firm's 4,000 dealers throughout the West. Offices will be opened here on April 1, with R. H. Shull, Western division manager, in charge. Shull will arrive within a few days from Kansas City to assume management of the Oakland plant.

### PHILADELPHIA SALES

Philadelphia, March 15.—Passenger car tires are in good seasonal demand here, as are pneumatics for trucks. Solid tires, however, are decidedly sluggish in movement.

O'Brien & Hoover, distributor of Goodyear truck tires, report sales of pneumatics have increased materially in the past week.

Campbell-Niedringhaus Tire Service Company, handling Lee cord tires, report a fairly good sales volume for the past week.

Atlantic Tire and Rubber Company reports that for the last six days sales of solid tires have not been up to expectations.

## Many Provisions Contained in New Kentucky Bus Law

LOUISVILLE, Ky., March 15 (U. T. P. S.).—Kentucky now has a new motor bus law.

It creates the office of commissioner of motor transportation and two deputies, who have authority to license taxicab lines in cities and motor bus lines between cities. This act, introduced as House Bill No. 190 and advocated both by the State Highway Commission and representatives of bus interests, has just been signed by Gov. Fields.

The act levies a tax of \$1 per 100 pounds on the gross weight of motor vehicles, and a license tax ranging from \$10 to \$50, according to the bus, and a fee ranging from \$1.50 for taxicabs to \$15 for the largest buses for each seat.

Certificates of public convenience and necessity from the commissioner of motor transportation, under the new act, are prerequisites to the licensing of any motor bus line.

In cases where there are already two or more lines established over a proposed route, it is made the duty of the commissioner to refuse a license unless it can be shown to his satisfaction that the existing operations are not sufficient to take care of the traveling public and the existing operators refuse to put on sufficient service to take care of the traveling public. Operations must begin within sixty days after a certificate is issued, or it becomes void.

Drivers of licensed motor buses must carry a certificate from the commissioner, and must wear a badge issued by the commissioner showing that they have taken examinations and have passed with a satisfactory grade the following requirements: Driving ability, intelligence, experience, habits and physical fitness evidenced by a physician's certificate.

The new act is expected to add \$500,000 to Kentucky road revenues by July 1.

## STERLING TRUCK CO. TO BUILD BRANCH AT L. A.

Los Angeles, March 15.—This city has been chosen as the most desirable location on the Pacific Coast for a truck branch of the Sterling Truck Company, following exhaustive investigation and surveys made by H. C. Keenan, executive in charge of branch operations for the factory.

Up until the present time Los Angeles has been served by a distributor, but from now on will be served by a Sterling factory organization headed by W. B. Hamby, vice-president, who was formerly vice-president of the Federal Motor Truck Company, with offices in New York city. The Sterling branch is temporarily located at 2426 Santa Fe Ave.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo.

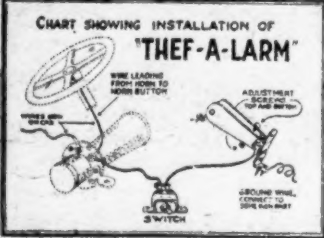
New York.



## New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

### THEF-A-LARM



The Rasmussen Electric Manufacturing Company, Fresno, Cal., is marketing the Thef-A-Larm, a protection device for automobiles. It is a small electrical device which may be installed any place on the car and is connected by a concealed switch to the battery and horn. When the car is touched, it sets the horn shrieking, it is claimed. The hood cannot be lifted, wires cannot be tampered with, nor can any part of the car or its contents be touched without setting off the alarm, the manufacturers claim.

It is priced at \$7.50 including switch.

### PREMIER MOTORS BUSY

Indianapolis, Ind., March 15.—Officials of Premier Motors, Inc., report that production is being held in eight cars a day. Output may be increased to ten or twelve cars if sufficient parts are obtainable to maintain this schedule.

### WRENCH-PLIERS

The Noble and Westbrook Manufacturing Company, Hartford, Conn., is producing a new plier that is said to combine the power of a wrench with the shape and convenience of a pair of pliers. They are of drop forged steel, seven inches in length, and weigh three-quarters of a pound. There are four adjustments. The pliers are designed to grip objects that are round, square or hexagonal.

### STEEL SCRAP PLENTIFUL

Detroit, March 15.—Large quantities of iron and steel scrap are available in Detroit due to continued heavy production of automobile and allied industries. Scrap metal dealers feel that bottom price has been reached and that an upward movement may be expected very shortly. At the present time the steel mills are not rolling out stock in advance of orders. A few sales involving considerable tonnage were made here within the week between the mill and the producer direct, but on the whole the market remains sluggish.

### ICE HELPS BUSINESS

Milwaukee, Wis., March 15.—Milwaukee garage and repairmen have reaped a bountiful harvest of business as a result of icy streets during the past few days. No less than 100 cars have been in repair shops this week, as a result of damage sustained as a direct result of ice-coated pavements.

## MAKE IMPROVEMENTS TO MEET PROTESTS

Milwaukee, Wis., March 15.—The A. O. Smith Corporation, manufacturers of automobile frames, has completed improvements costing more than \$137,000 at its plant in Milwaukee in an effort to meet the demands of residents living in the vicinity of the establishment who have recently stormed the common council with protests over alleged nuisances existing at the plant.

### PICARD LENS

Paris, March 15.—The latest no-glare headlight attachment introduced to French motorists is the Picard lens. The lens is built up

## Wilson Foundry Gets Big Order

Pontiac, Mich., March 15.—An order for 6,000 motors for the Federal Motor Truck Company of Detroit has been placed with the Wilson Foundry and Machine Company of this city. This is the largest single order ever placed with the Wilson Company by the Detroit truck concern, 4,500 having been the highest number ordered at any one time previously. The new order represents an expenditure of \$1,500,000.

of a superposition of small triangular section glass bars or prisms, laid horizontally.

## FOWLER RETURNS TO HIS CHICAGO BUSINESS

Chicago, March 15.—Harry N. Fowler, president of the Fowler Lamp and Manufacturing Company of this city, has returned to Chicago to resume direction of his business after an absence in California of nearly two years. Mr. Fowler was heavily interested in real estate development on the Coast.

## THE HOUSEHOLD MAGAZINE

Reaching Over

1,662,633

SMALL TOWN HOMES

Economy of operation is an outstanding characteristic which has made Continental Motors the choice of such a great number of users.

## Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

# CURRENT PRICES OF PASSENGER CAR MODELS

<p><b> AJAX—6-cyl. 108 W. B. </b>  1 Touring ... \$865.5 Sedan ... \$955  <b> AUBURN—1-cyl. 120 W. B. </b>  4 Roadster ... \$1,451.5 Coupe ... \$1,175  5 Touring ... \$1,145.5 Sedan ... \$1,195  <b> AUBURN—6-cyl. Model 60. 120 W. B. </b>  6 Touring ... \$1,385.2 Coupe ... \$1,445  4 Roadster ... \$1,355.3 Brougham ... \$1,495  5 V. Sedan ... \$1,245.5 Sedan ... \$1,695  <b> AUBURN—8-cyl. 120 W. B. </b>  6 Roadster ... \$1,695.5 Sedan ... \$1,995  6 Touring ... \$1,695.5 Sedan ... \$2,045  5 Brougham ... \$1,795.7 Sedan ... \$2,095  3 Coupe ... \$1,745  <b> BUICK—6-cyl. Standard Six. 114 1/2 W. B. </b>  5 Touring ... \$1,150.5 Coach ... \$1,195  2 Roadster ... \$1,125.5 Sedan ... \$1,295  4 Coupe ... \$1,275.2 Coupe ... \$1,195  <b> BUICK—6-cyl. Master 6. 120 W. B. </b>  2 Roadster ... \$1,250.5 Coach ... \$1,395  6 Touring ... \$1,255.5 Sedan ... \$1,495  <b> BUICK—6-cyl. 128 W. B. </b>  3 Roadster ... \$1,495.7 Sedan ... \$1,995  6 Touring ... \$1,525.5 Brougham ... \$1,925  4 Coupe ... \$1,195.3 C. Club ... \$1,765  <b> CADILLAC—Standard. 132 W. B. </b>  5 Brougham ... \$2,995.5 Sedan ... \$3,135  4 Victoria ... \$2,995.5 Sedan ... \$3,135  2 Coupe ... \$3,455.7 Imperial ... \$3,455  5 Coach ... \$2,995  <b> CADILLAC—8-cyl. Custom. 138 W. B. </b>  5 Phaeton ... \$3,250.7 Suburban ... \$4,285  7 Touring ... \$3,250.7 Sedan ... \$4,485  5 Coupe ... \$4,095.2 Road (132 W. B.) ... \$3,250  5 Sedan ... \$4,150  <b> CASE—Model J. 1. C. 122 W. B. </b>  5 Touring ... \$1,445.5 Sedan ... \$2,495  5 Sport ... \$2,100.5 Brougham ... \$2,695  <b> CASE—Model Y. 132 W. B. </b>  7 Touring ... \$2,225.7 Sedan ... \$2,975  <b> CHANDLER—123 W. B. </b>  5 Touring ... \$1,645.4 Roadster ... \$1,795  7 Touring ... \$1,645.5 Sedan ... \$1,895  5 Coupe ... \$1,695.7 Sedan ... \$1,995  4 Roadster ... \$1,695  <b> CHEVROLET—Superior. 103 W. B. </b>  3 Roadster ... \$510.5 Coach ... \$645  5 Touring ... \$510.5 Sedan ... \$725  3 Coupe ... \$455.5 Landau ... \$765  <b> CHRYSLER—6-cyl. 80. 120 W. B. </b>  5 Touring ... \$2,445.5 Sedan ... \$3,895  4 Roadster ... \$2,445.7 Sedan ... \$3,595  4 Coupe ... \$2,195.7 Sedan Lim. ... \$5,695  <b> CHRYSLER—6-cyl. 112 1/2 W. B. </b>  5 Touring ... \$1,395.5 Sedan ... \$1,695  5 Coach ... \$1,445.5 Brougham ... \$1,885  4 Roadster ... \$1,525.4 Royal Coupe ... \$1,795  <b> CHRYSLER—4-cyl. 100 W. B. </b>  5 Touring ... \$345.5 Coach ... \$935  3 Coupe ... \$395.5 Sedan ... \$955  3 Sport Road ... \$590  <b> CLEVELAND—6-cyl. 108 1/2 W. B. </b>  5 Tour De L. ... \$1,625.3 Coupe ... \$1,935  5 Touring ... \$445.5 Sedan ... \$1,090  <b> CLEVELAND—6-cyl. 115 W. B. </b>  5 Touring ... \$1,145.5 Sedan ... \$1,345  5 Sport ... \$1,295.5 Sport Sedan ... \$1,635  2 Coupe ... \$1,225.5 Sedan De L. ... \$1,595  <b> CUNNINGHAM—6-cyl. 132 W. B. </b>  4 Touring ... \$3,150.2 Sport ... \$7,400  2 Roadster ... \$6,150.2 Coupe ... \$7,600  <b> CUNNINGHAM—6-cyl. 142 W. B. </b>  6 Touring ... \$6,650.5 Cabriolet ... \$14,100  7 Touring ... \$6,650.7 Town Car ... \$10,100  5 Limousine ... \$1,090  <b> DAGMAR—6-cyl. 60. 120 W. B. </b>  4 Roadster ... \$1,985.5 Sedan ... \$2,445  4 Victoria ... \$1,985.4 Petite Sed. ... \$2,500</p>	<p><b> DAVIS—6-cyl. Model 93. 100 W. B. </b>  2 Coupe ... \$1,285.5 Touring ... \$1,255  4 Sedan ... \$1,285  <b> DAVIS—6-cyl. Model 92. 115 W. B. </b>  5 Phaeton ... \$1,395.5 Sedan ... \$1,595  4 Touring ... \$1,495.5 Imp. Sedan ... \$1,795  4 Roadster ... \$1,495.5 Berline ... \$1,795  <b> DIANA—8-cyl. 125 1/2 W. B. </b>  5 Phaeton ... \$1,695.5 Cabriolet ... \$1,995  2 Roadster ... \$1,695.5 De L. Sedan ... \$1,995  5 Sedan ... \$1,795  <b> DODGE BROS.—2-cyl. 116 W. B. </b>  6 Touring ... \$795.2 Spec. Cpe B. ... \$895  5 Spec. Touring ... \$845.5 Sedan B. ... \$895  2 Roadster ... \$795.5 Spec. Sed. B. ... \$945  2 Spec. Rdsters ... \$845.5 Sedan A. ... \$1,075  2 Coupe Broom. ... \$845  <b> DURANT—4-cyl. 109 W. B. </b>  6 Touring ... \$810.5 Sedan ... \$1,150  4 Coupe ... \$1,090  <b> ELCAR—4-cyl. 116 W. B. </b>  5 Touring ... \$1,095.5 Coach ... \$1,195  5 Sedan ... \$1,395.4 Roadster ... \$1,295  3 Coupe ... \$1,295  <b> ELCAR—6-cyl. 116 W. B. </b>  5 Touring ... \$1,295.5 Coach ... \$1,395  5 Sedan ... \$1,595.3 Coupe ... \$1,495  4 Roadster ... \$1,495  <b> ELCAR—8-cyl. 127 W. B. </b>  7 Touring ... \$2,265.3 Coupe ... \$2,495  4 Roadster ... \$2,315.5 Sedan ... \$2,265  7 Sedan ... \$2,765  <b> ESSEX (Delivered prices in Detroit) </b>  Coach ... \$385  <b> FLINT—6-cyl. Model B-60. 115 W. B. </b>  4 Roadster ... \$1,495.5 Sedan ... \$1,625  5 Roadster Cpe. ... \$1,495.5 Coach De L. ... \$1,185  5 Touring ... \$1,255.4 Coupe Rdster ... \$1,035  5 Brougham ... \$1,575  <b> FLINT—6-cyl. Model E-30. 120 W. B. </b>  5 Touring ... \$1,595.4 Coupe ... \$2,045  4 Roadster ... \$1,645.5 Sedan ... \$2,195  5 Sport Tour. ... \$1,645.7 Sedan ... \$3,395  <b> FORD—4-cyl. Model T. 100 W. B. </b>  (With starter and demountable rims. Balance the equipment \$25 extra)  2 Roadster ... \$320.0 Tudor Sedan ... \$520  2 Touring ... \$310.0 Fordor Sedan ... \$565  Coupe ... \$500  <b> FRANKLIN—6-cyl. Model 11-A. 110 W. B. </b>  3 Roadster ... \$2,765.5 Sport Sedan ... \$3,225  5 Touring ... \$2,625.7 Limousine ... \$3,275  5 Coupe ... \$2,765.7 Cabriolet ... \$4,400  5 Sedan ... \$3,090.5 Rum. Coupe ... \$2,825  <b> GARDNER—6-cyl. 117 W. B. </b>  5 Touring ... \$1,395.4 Cabriolet ... \$1,845  4 Roadster ... \$1,395.5 Brougham ... \$1,545  5 Sedan ... \$1,595.5 Sedan De L. ... \$1,795  <b> GARDNER—8-cyl. 125 W. B. </b>  5 Touring ... \$1,795.4 Cabriolet ... \$2,055  4 Roadster ... \$1,795.5 Brougham ... \$1,895  5 Sedan ... \$2,055  <b> GRAY—4-cyl. Model G. 104 W. B. </b>  5 Touring ... \$385.5 Sedan ... \$845  5 Coupe ... \$325.5 Royal Sedan ... \$975  <b> HUDSON (Delivered prices in Detroit) </b>  Coach ... \$1,280.1 Sedan ... \$1,720  Brougham ... \$1,540  <b> HUMPHREY—6-cyl. 114 W. B. </b>  5 Touring ... \$1,325.5 Sedan ... \$1,385  <b> HUMPHREY—8-cyl. Model E. 118 1/2 W. B. </b>  5 Touring ... \$1,945.7 Touring ... \$2,045  2 Roadster ... \$1,895.5 Sedan ... \$2,245  2 Coupe ... \$2,345.5 Berline ... \$2,445  <b> JEWETT—6-cyl. "New Day" </b>  5 2-Door Sedan ... \$985.5 Sedan De L. ... \$1,095  5 Tour. De L. ... \$1,095  <b> JORDAN—8-cyl. 125 1/2 W. B. </b>  5 Touring ... \$2,275.7 Sedan ... \$2,925  5 Brougham ... \$2,675  <b> JORDAN—8-cyl. 116 W. B. </b>  4 Roadster ... \$1,845.5 Sedan ... \$1,945  4 P. Victoria ... \$1,945</p>	<p><b> KISSEL—6-cyl. Model 55. 121 W. B. </b>  5 Phaeton ... \$1,585.4 Coupe ... \$2,065  7 Touring ... \$1,635.5 Brough. Sedan ... \$1,995  2 Speedster ... \$1,795.2 Enc. Speed ... \$2,065  5 Brougham ... \$1,695.4 Enc. Speed ... \$2,185  4 Speedster ... \$1,895.5 Victoria ... \$2,185  4 Tourster ... \$1,795  <b> KISSEL—6-cyl. De Luxe Model 53. 121 W. B. </b>  5 Phaeton ... \$1,785.5 Brough. Sedan ... \$2,485  7 Touring ... \$1,885.5 Victoria ... \$2,485  4 Tourster ... \$1,885.2 Enc. Speed ... \$2,585  2 Speedster ... \$2,085.4 Enc. Speed ... \$2,685  4 Speedster ... \$2,185.7 Sedan ... \$3,085  4 Coupe ... \$2,485.7 Berlin-Sedan ... \$3,185  <b> KISSEL—6-cyl. Model 75. 137 W. B. </b>  5 Phaeton ... \$1,985.4 Coupe ... \$2,485  7 Touring ... \$2,085.5 Brough. Sedan ... \$2,395  5 Brougham ... \$2,095.2 Enc. Speed ... \$2,495  2 Speedster ... \$2,195.4 Enc. Speed ... \$2,595  4 Speedster ... \$2,295.5 Victoria ... \$2,595  4 Tourster ... \$2,195  <b> KISSEL—8-cyl. De Luxe Model 75. 137 W. B. </b>  5 Phaeton ... \$2,185.5 Brough. Sedan ... \$2,985  7 Touring ... \$2,285.5 Victoria ... \$2,885  4 Tourster ... \$2,385.2 Enc. Speed ... \$2,985  2 Speedster ... \$2,485.4 Enc. Speed ... \$3,085  4 Speedster ... \$2,585.7 Berlin-Sedan ... \$3,585  4 Coupe ... \$2,885.7 Berlin-Sedan ... \$3,585  <b> LINCOLN—8-cyl. 136 W. B. </b>  7 Touring ... \$4,000.2 Coupe ... \$5,100  2 Roadster ... \$4,000.5 Sedan ... \$4,900  4 Phaeton ... \$4,000.7 Sedan ... \$5,100  2 Club Road ... \$4,500.7 Limousine ... \$5,300  7 Sport Tour ... \$4,500.4 Berlin ... \$5,600  6 Coupe ... \$4,600.7 Limousine ... \$6,000  4 Sedan ... \$4,800.7 Brougham ... \$6,400  4 Sport Phaeton ... \$4,900  <b> LOMOCAR—6-cyl. "48". 142 W. B. </b>  4 Sport ... \$7,400.5 Brougham ... \$10,400  7 Touring ... \$7,400.5 Vic. Sedan ... \$10,050  7 Limousine ... \$9,500.7 Enc. Lim. ... \$10,350  4 Roadster ... \$8,600.7 Cabriolet ... \$10,300  <b> LOMOCAR—8-cyl. "90". 138 W. B. </b>  4 Touring ... \$5,500.5 Sedan ... \$7,450  4 Roadster ... \$5,900.5 Brougham ... \$7,500  4 Coupe ... \$6,900.7 M. D. Lim. ... \$7,500  5 Sedan ... \$7,300.7 Non Coll. Cab ... \$7,500  <b> LOMOCAR—Junior Eight. 134 W. B. </b>  5 Touring ... \$1,785.5 Sedan ... \$2,285  4 Roadster ... \$2,150.5 Sedan ... \$2,385  4 Coupe ... \$2,255  <b> M'FARLAN—6-cyl. "E. V.". 137 W. B. </b>  5 Touring ... \$3,950.5 Sedan ... \$4,180  2 Roadster ... \$3,950.4 Coupe ... \$3,180  7 Touring ... \$4,250.7 Sedan ... \$3,280  <b> M'FARLAN—6-cyl. "T. V.". 140 W. B. </b>  5 Touring ... \$5,600.5 Sedan ... \$6,720  7 Touring ... \$5,700.7 Suburban ... \$7,110  4 Roadster ... \$5,400.7 Limousine ... \$7,110  4 Coupe ... \$6,220.7 Town Car ... \$5,600  5 Brougham ... \$6,720  <b> M'FARLAN—8-cyl. 131 W. B. </b>  2 Roadster ... \$3,650.4 Coupe ... \$3,140  5 Touring ... \$3,750.7 Sedan ... \$3,180  7 Touring ... \$3,750.7 Sedan ... \$3,180  5 Sedan ... \$3,180.5 Sub. Sedan ... \$3,180  <b> MARMON—6-cyl. 136 W. B. </b>  7 Touring ... \$3,255.2 Coupe ... \$3,255  2 Speedster ... \$3,255.5 Sedan ... \$3,275  5 Phaeton ... \$3,255.5 Sedan ... \$3,275  5 Sedan ... \$3,255.7 Sedan ... \$3,850  5 Brougham ... \$3,295.5 Sedan-Lim. ... \$3,975  4 Coupe ... \$3,295.7 Sedan-Lim. ... \$3,975  <b> MOON—6-cyl. 128 W. B. (London) </b>  5 Touring ... \$1,345.5 Pet. Sedan ... \$2,540  7 Touring ... \$1,345  <b> MOON—6-cyl. 113 W. B. </b>  5 Touring ... \$1,195.5 Sedan ... \$1,445  5 Roadster ... \$1,395.5 Cabriolet ... \$1,545  5 Coach ... \$1,295.5 De L. Sedan ... \$1,595  <b> NASH—6-cyl. Advanced. 121 W. B. </b>  5 Touring ... \$1,340.5 Sedan ... \$1,425  2 Roadster ... \$1,375.5 Sedan ... \$1,625</p>	<p><b> NASH—6-cyl. Advanced. 127 W. B. </b>  7 Touring ... \$1,490.4 Coupe ... \$1,990  4 Victoria ... \$1,790.7 Sedan ... \$2,090  <b> OAKLAND—6-cyl. 113 W. B. </b>  2 Roadster ... \$975.4 Sport Road. ... \$1,175  5 Touring ... \$1,025.5 Sedan ... \$1,195  5 Coach ... \$1,095.5 Land. Sedan ... \$1,295  3 Coupe ... \$1,125  <b> OLDSMOBILE—6-cyl. 110 1/2 W. B. </b>  5 Touring ... \$875.4 Sedan ... \$1,025  3 Coach ... \$905.4 De L. Coach ... \$1,040  5 De Luxe Tr. ... \$905.4 De L. Sedan ... \$1,115  <b> OVERLAND—4-cyl. 100 W. B. </b>  5 Touring ... \$495.5 2-Door Sedan ... \$595  5 Sedan De L. ... \$695  <b> OVERLAND—6-cyl. 112 1/2 W. B. </b>  5 Sedan ... \$495  <b> PACKARD—6-cyl. 126 W. B. </b>  5 Touring ... \$2,585.4 Spe. Touring ... \$2,750  4 Coupe ... \$2,585.4 Roadster ... \$2,785  5 Sedan ... \$2,585  <b> PACKARD—6-cyl. 133 W. B. </b>  7 Touring ... \$2,785.7 Sedan ... \$2,785  5 Sedan ... \$2,725.7 Sedan Lim. ... \$2,885  <b> PACKARD—8-cyl. 136 W. B. </b>  5 Touring ... \$3,750.4 Coupe ... \$4,650  4 Spt. Touring ... \$3,900.5 Sedan ... \$4,720  4 Roadster ... \$3,950  <b> PACKARD—8-cyl. 148 W. B. </b>  7 Touring ... \$4,950.5 Sedan ... \$5,600  5 Club Sedan ... \$4,950.7 Sedan Lim. ... \$6,100  <b> PAIGE—6-cyl. 131 W. B. </b>  5 Sed. De L. ... \$1,670.7 Sub. Limous. ... \$2,245  5 Sedan ... \$1,495.4 Cor. Roadster ... \$2,295  7 De L. Sedan ... \$1,955  <b> PERKINS—6-cyl. 126 W. B. </b>  6 Touring ... \$1,895.5 Sedan ... \$2,395  5 Coupe ... \$2,395  <b> PERKINS—6-cyl. 133 W. B. </b>  7 Touring ... \$1,995.7 Sedan ... \$2,595  2 Sp. Roadster ... \$2,195.7 Limousine ... \$2,595  <b> PERKINS—6-cyl. 116 W. B. </b>  5 Sedan ... \$1,595.5 2dr. Sedan ... \$1,495  <b> PERKINS—8-cyl. 128 W. B. </b>  5 Sedan ... \$3,495.7 Sub. Sedan ... \$3,595  <b> PIERCE-ARROW—6-cyl. "60". 136 W. B. </b>  2 Roadster ... \$3,895.5 Lim. Coach ... \$4,450  7 Phaeton ... \$3,895.4 Coupe ... \$3,695  4 Touring ... \$3,895.4 Coupe Land. ... \$3,820  5 Coach ... \$3,120.7 Sedan ... \$3,895  5 4-Door Coach ... \$3,590.7 Sedan ... \$3,895  5 4-Door Coach ... \$3,590.7 Enc. Lim. ... \$4,445  <b> PIERCE-ARROW—6-cyl. "33". 136 W. B. </b>  7 Touring ... \$5,250.7 Sedan ... \$7,000  2 Roadster ... \$5,250.7 Enc. Lim. ... \$7,000  4 Touring ... \$5,250.7 Fr. Lim. ... \$7,000  6 Touring ... \$5,250.4 Sed. Landau ... \$7,500  3 Coupe ... \$5,000.7 Fr. Landau ... \$7,500  4 Sedan ... \$5,000.7 Sal. Land. ... \$8,000  4 Coupe Sedan ... \$5,000.8 Coupe Land. ... \$8,000  4 Enc. Lim. ... \$5,000.7 Enc. Landau ... \$8,000  7 Limousine ... \$7,990  <b> PONTIAC—6-cyl. 110 W. B. </b>  5 Coach ... \$3,255.3 Coupe ... \$3,255  <b> REO—6-cyl. 120 W. B. </b>  5 Touring ... \$1,395.5 Sedan ... \$1,745  2 Coupe ... \$1,495.3 Roadster ... \$1,695  5 Sedan ... \$1,595  <b> RICKENBACKER—6-cyl. 117 W. B. </b>  5 Phaeton ... \$1,790.4 Coupe Road. ... \$1,920  7 Phaeton ... \$1,795.4 Coupe del. ... \$1,935  4 Roadster ... \$1,795.5 Sedan ... \$2,095  5 Coupe Sed. ... \$1,995.5 Sedan ... \$2,195  5 Brougham ... \$1,795</p>	<p><b> RICKENBACKER—8-cyl. 121 1/2 W. B. </b>  5 Phaeton ... \$2,150.4 Coupe Road. ... \$2,320  7 Phaeton ... \$2,195.4 Coupe del. ... \$2,395  4 Roadster ... \$2,195.5 Sedan ... \$2,495  5 Coupe Sedan ... \$2,095.7 Sedan ... \$2,595  5 Brougham ... \$2,295  <b> ROAMER—8-cyl. Model 88 </b>  5 Touring ... \$2,495.5 Brougham ... \$2,895  5 Sport Tour. ... \$2,750.7 Sedan ... \$2,955  2 Speedster ... \$2,985.5 Sedan De L. ... \$3,785  <b> ROAMER—6-cyl. Model 50 </b>  5 Sport Tour. ... \$1,295.5 Coupe ... \$1,495  2 Busi. Coupe. ... \$1,495.5 Sedan De L. ... \$1,695  2 Roadster ... \$1,395  <b> STAR—4-cyl. 102 W. B. </b>  5 Touring ... \$3,225.5 2 Door Coach ... \$595  2 Roadster ... \$3,255.5 Sedan ... \$795  2 Coupester ... \$320  <b> STAR—6-cyl. </b>  5 Touring ... \$495.5 Coach ... \$590  5 Coupester ... \$745.5 Landau Sedan ... \$975  Coupe ... \$820  <b> STEARNS-KNIGHT—6-cyl. 121 W. B. </b>  4 Touring ... \$1,875.5 Coupe Brough. ... \$2,350  5 Touring ... \$1,875.5 Sedan ... \$2,475  2 Spt. Coupe. ... \$1,955.5 Brougham ... \$2,475  <b> STEARNS-KNIGHT—6-cyl. 130 W. B. </b>  5 Touring ... \$2,395.5 Brougham ... \$2,760  7 Touring ... \$2,495.4 Coupe ... \$3,150  4 Roadster ... \$2,750.7 Sedan ... \$3,350  5 Sedan ... \$2,750.5 Sport Sedan ... \$3,350  <b> STEVENS-PURDY—6-cyl. 138 W. B. </b>  7 Touring ... \$7,500.4 Sedan ... \$10,600  Coupe ... \$9,000.7 Limousine ... \$10,175  <b> STUDEBAKER—Standard Six. 113 W. B. </b>  5 Phaeton ... \$1,145.5 Spt. Phaeton ... \$1,255  3 Roadster ... \$1,125.3 C. C. Coupe ... \$1,255  5 Coach ... \$1,195.5 W. Sedan ... \$1,255  3 Spt. Roadster ... \$1,235.5 Sedan ... \$1,295  <b> STUDEBAKER—Special Six. 120 W. B. </b>  5 Phaeton ... \$1,445.5 Brougham ... \$1,795  2 Roadster ... \$1,395.4 Victoria ... \$1,795  4 Spt. Rdster. ... \$1,495.5 Sedan ... \$1,795  5 Coach ... \$1,445  <b> STUDEBAKER—Six Six. 127 W. B. </b>  7 Phaeton ... \$1,775.7 Sedan ... \$2,145  5 Coupe ... \$2,045.7 Berline ... \$2,295  5 Brougham ... \$2,095  <b> STUDEBAKER—Six Six. 120 W. B. </b>  5 Sp. Phaeton ... \$1,575.5 Sedan ... \$1,895  5 Club Coup. ... \$1,650  <b> STUTZ—6-cyl. 131 W. B. </b>  2 Speedster ... \$2,995.5 Brougham ... \$3,595  4 Speedster ... \$2,995.4 Vic. Coupe ... \$3,595  5 Sedan ... \$3,995.2 Coupe ... \$3,995  <b> VELIE—6-cyl. 118 W. B. </b>  5 Phaeton ... \$1,450.5 Brougham ... \$1,495  4 Roadster ... \$1,495.5 Sedan ... \$1,750  3 Coupe ... \$1,450  <b> WILLYS-STE. CLAIRE—6-cyl. 127 W. B. </b>  7 Tourist ... \$3,315.1 C.G. Traveler ... \$3,800  4 Roadster ... \$3,800.5 Sedan ... \$3,185  5 Coupe ... \$3,295.7 Sedan ... \$3,295  7 Touring ... \$1,950.7 Sedan ... \$3,295  4 Cab. roadster ... \$3,295  <b> WILLYS-STE. CLAIRE—"C-66." 8-cyl. 127 W. B. </b>  4 Roadster ... \$3,115.7 Sedan ... \$3,100  5 Brougham ... \$4,100.7 Limousine ... \$4,215  5 Sedan ... \$4,085  <b> WILLYS-KNIGHT—4-cyl. 118 W. B. </b>  3 Coupe ... \$1,395.5 Brougham ... \$1,395  5 Coupe Sedan ... \$1,395  <b> WILLYS-KNIGHT—6-cyl. 126 W. B. </b>  5 Touring ... \$1,750.5 Brougham ... \$2,495  2 Roadster ... \$1,750.4 Coupe ... \$2,155  5 Coupe Sedan ... \$2,095.5 Sedan ... \$2,295  7 Touring ... \$1,950.7 Sedan ... \$2,495  <b> WILLYS-KNIGHT—6-cyl. 113 1/2 W. B. </b>  5 Touring ... \$1,395.5 Sedan ... \$1,495</p>
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# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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## Two-Cycle Engines

THERE is some evidence that the two-cycle engine may have another chance to prove its inherent worth. An Italian firm is building a team of racing cars powered with two-cycle engines, which will be entered in the French Grand Prix, if they show anything in the preliminary trials. More than one company in this country is experimenting with this type of engine.

Herbert Chase of the S. A. E., in a paper recently read before the Cleveland section of that organization, expressed the belief that a two-stroke engine was a probability in the not distant future. Mr. Chase's idea was that a constant compression engine was almost inevitable, and that it was just as likely to be a two-stroke design as a four-stroke.

Theoretically, the two-stroke engine has a great many superiorities over the four-stroke power plant which is universal in this country today. In the early days a number of two-stroke engines were tried out in this country, but imperfections in design and construction prevented their ever achieving great popularity.

With the demand for economy growing every year, and with the certainty that a perfected two-cycle engine would bring that very quality, it would not be surprising to see new attempts at producing a really efficient two-stroke power plant. For the engineering genius who can solve the problem and produce the goods there is a fortune waiting.

## Another View

THAT the Stevenson rubber restriction act has been a blessing in disguise is the view of the recent and present rubber situation taken by the official organ of the American Chemical Society.

"Organizations that might have begun years ago to plant rubber are now taking steps to provide for the future. There is renewed activity in substitutes and in recovered rubber, and we may expect these developments to take a normal course," says an article in this publication.

"If experience bears out in practice what now seems probable in the use of reclaimed rubber, then the Stevenson plan may prove to have been a blessing in disguise. It has encouraged the planting of rubber and the proper maintenance of old plantations. It is conceivable that the price of crude rubber from these trees may be influenced almost to the point of control by the extent to which reclaimed rubber may be employed, thus leaving the situation largely in the hands of the rubber chemists and technologists."

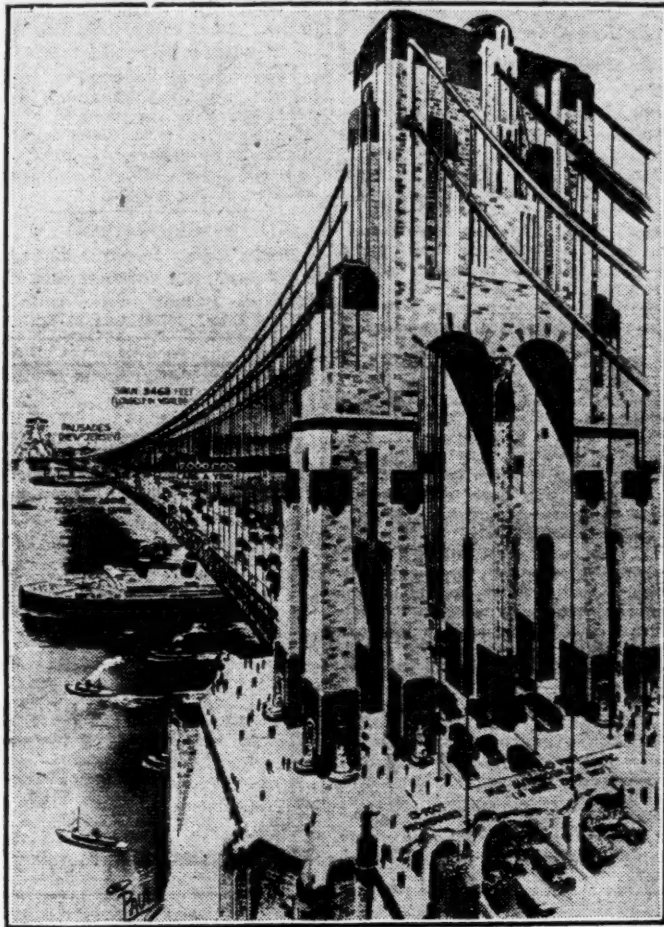
Obviously, this is distinctly the view of the "rubber chemists and technologists," but there is a fair share of common sense in the suggestion, because the Stevenson act has undoubtedly stimulated rubber planting as nothing else would have done, and it has also stimulated experiments with reclamation processes which may give us a method of using rubber over and over again without seriously impairing its original qualities.

Statistics seem to prove that at the present rate of rubber production we shall have a real shortage, not an artificially created one, within the next four or five years. It is entirely possible that the increased planting and experimental work induced by the Stevenson restriction law may be the means of averting this impending shortage.

"The public has a right to expect prompt and efficient service at all times and under all conditions."—Charles W. Nash.

There is a slogan that might well be lettered on the wall of every service station and department in the world.

**EASY WALK FROM NEW YORK TO NEW JERSEY** when the proposed \$40,000,000 bridge, depicted below, has been erected. The bridge will span the Hudson River from West 177th Street, Manhattan, to Fort Lee, N. J. The plan has already been approved by the New Jersey Legislature.



(International Newsreel Photo.)

## U. S. TRUCKS GAIN AUSTRALIAN FAVOR

### Have Advantage Over Rivals in General Equipment

LONDON, March 15. (U. T. P. S.).—Recently there was a great outcry here because the railway commissioners of Victoria, Australia, gave a contract to an American firm for a large number of 11-2 ton motor trucks when a British firm had quoted a lower price.

The reasons for the preference have now been made public. They were that the American vehicle was fitted with an engine governor, an essential for solid-tired trucks; detachable cylinder liners replaceable when worn; ball-bearing crankshaft guaranteed against wear and breakage on bearing and shaft itself; roller bearings on the front axle and ball bearings on the rear axle; auxiliary springs on the rear axle for heavy loading, allowing also plenty of flexibility for light loading.

Other points in favor of the American model were the protection at the front of radiator; the great strength of the chassis; the design of the engine giving great accessibility for repairs; the easy-steering mechanism, and the fitting of an impulse magneto to encourage drivers to shut off engine when loading or unloading. These points should be of interest to American truck manufacturers, as they indicate exactly what is wanted in Australia.

It is in Australia, of course, that British manufacturers will make the most strenuous efforts to get a bigger share of the business in automotive vehicles, the import of which was valued at \$11,603,191 during the fiscal year 1924-5, less than one-fifth of which total fell to the share of Britain.

American models are well entrenched in the Australian market, however, and price enters largely into the picture. While the average price of the British chassis imported was \$311, that of the Canadian was \$76, the American \$128, the Italian \$178, and the French \$186.

However, Mr. Pratten, the minister for Trade and Customs, has declared that his policy is to assist British trade to the utmost possible wherever it does not come in conflict with local manufacturing interests.

The first result of the minister's declaration is seen in the increase in the preference on British motor-chassis from 5 to 12½ per cent., which may now be expected to be confirmed by Parliament very shortly.

Balk Sales Company, reports a substantial increase in March business over the two first months of the year, but notes that dealers generally are placing smaller orders than usual, individually. He looks for a good spring trade, and adds that the element of service in installing equipment purchased from his firm is proving very helpful as a sales stimulant.

Mr. Bommer's experience and forecast are almost exactly duplicated by E. Zeunne, advertising manager of Grier-Sutherland Company.

C. A. Thom, sales manager, E. A. Bowman, Inc., reports that dealers are apparently only buying now to keep their stocks intact. "The fully equipped car is changing the accessory business," says Mr. Thom. "The old 'gimcrack' business is no more, and the man who tries to confine his activities to the old lines will not last long. He must be prepared to meet the public demand and if he cannot sell the old lines, he must make up for it by selling replacement parts and radio."

"Our own business is satisfactory, with many signs that spring trade will be in good volume."

## Accessory Sales Hurt by Autos Too Well Equipped

(Continued from Page 1)

parts and shop equipment on a more extensive scale, and the retail stores are carrying radio supplies and opening sporting goods departments.

R. D. A. Perry, sales manager Automobile Equipment Company, reports that business in January and February was slightly better than in 1925, and that March business was picking up, though orders from customers cover requirements for thirty days only. He looks for a material increase in business with the opening of real spring weather—but in the meantime he is pushing shop and garage equipment departments and substituting radio and replacement parts for former heavy stocks of bumpers, windshield wipers and accessories of the type that constitute improvement in convenience and in the appearance of the car.

C. E. Woodhall, general manager Boyer's Haunted Shacks, also feels that the effect of the manufacturers' and dealers' policy is very distinct. His organization operates three retail stores, one in the downtown district and two neighborhood stores, so he is in a position to have first-hand knowledge regarding conditions. He feels that the effect is increasing and that very soon the fully equipped car, sold from factory direct or through a factory outlet, will cut into the accessory man's volume to an extent that may be serious in some cases. Radio has proved a life-saver to many of the accessories men, says Mr. Woodhall.

Mr. Woodhall adds that in his opinion the successful accessories business is going to be confined pretty largely to the organizations that are well provided with capital, permitting them to buy a well diversified stock and in sufficient quantities to secure a wholesale, preferential price. "Our March business has been very satisfactory, but we are being very conservative

about putting in large stocks," he reports. "Just now, we are putting intensive sales effort on Ford replacement parts, to make up for the loss of business in ordinary lines of accessories."

W. E. Hawkins, president of the Michigan Auto Supply Company, says, too, that 1926 business is better than 1925. "Our customers are numerous and they are buying freely as individuals, but the orders are not large in amount. Our volume of business in shop and garage equipment is very satisfactory, however; this would appear to indicate that service men generally look forward to a good business when the spring overhauling gets under way."

George Dolivar, who operates two stores, adds his voice to those who realize that business conditions among the dealers in accessories are changing. He feels that the larger dealers who have resources that enable them to make purchases on a large scale and give their customers at least part of the benefit of their savings are the ones most likely to survive.

"Our business in January and February," Mr. Dolivar says, "was slow, but it was better than it was last year; and we notice a slight pick-up in the volume for March. When the weather breaks we expect a brisk trade. We find that our service station is popular with our customers. Several accessory dealers now have service stations to install the service equipment they sell, and this helpful feature is very popular. It forms a very satisfactory form of advertising and builds up goodwill."

"Credit conditions are very satisfactory. We do a large credit business in tires and it is a profitable branch of our activities. We have 3,000 customers for tires on credit and out of these we have experienced only a 1½ per cent. loss through bad collections."

N. Bommer, manager Gorge F.



# Financial News of the Automotive Industry

## U. S. RUBBER EARNS \$7,338,305 in 1925 ON PLANTATIONS

Brings Company's Total Profit for Last Year To \$24,648,000

NEW YORK, March 15.—In only two years in its history has the \$17,309,000 net profit after charges last year of the United States Rubber Company been exceeded. Those occasions were the boom years of 1919 and 1920, when the respective totals were \$17,730,000 and \$21,220,000.

But, if the rubber plantations profit, which does not appear in the income account, but which shows up in the balance sheet as a liability in the form of "Open Account with United States Rubber Plantations, Inc., \$7,338,305," is included, United States Rubber net for 1925 runs up to the record figure of \$24,648,000, says an analysis by Dow, Jones & Co. To arrive at the true earning power the Plantations Company equity should be included, since to convert it into an unmistakable profit for the parent company all the Plantations Company would have to do would be to declare a dividend of that amount, since United States Rubber owns all its \$10,000,000 capital.

How the financial relations between the two companies work out C. B. Seger, chairman, explains in the annual report:—

"The operations of rubber plantations owned by the company produced substantial profits for the year, after providing adequate reserves for depreciation of plant and equipment and amortization of the cost of development, and for foreign income taxes. No part of the profits or of the accumulated surplus of the plantations companies has been included in the earnings or surplus of United States Rubber Company.

### Plantations Profits

Rubber received from the plantations is taken into account by United States Rubber Company at current market prices, and the plantations companies are credited in open account. The plantations companies draw against this open account for current cash requirements, and the balance not required for operating and development purposes is retained by United States Rubber Company and is comprised in its general assets. The balance of the open account amounted to \$7,338,305 as of December 31, 1925.

The current cash requirements of the Plantations Company, of course, make no allowance for the bookkeeping item of depreciation and amortization. Therefore the credit on the books of the rubber company may perhaps overstate the real earning power. On the other hand, expenditures for further development are included in "cash requirements" and are not properly an operating cost. Thus their inclusion obscures real earning power. Whether the Plantations Company can make as much money this year as last is an open question, in view of the declining tendency of crude prices—off from 88 cents on January 1 to current market of 52 cents.

For purposes of estimating Plantations Company potentialities, cost of production may be placed at 25 cents, landed in New York. This includes taxes, participation of staff employees in profits, depreciation of plant and equipment, amortization of trees. The 1925 production was 20,000,000 pounds, and for the cur-

## Marlin-Rockwell Votes Dividends on 2 Stocks

New York, March 15.—The Marlin-Rockwell Corporation declared regular quarterly dividends of 50 cents on common and \$1.75 on preferred, both payable April 1 to stock of record March 25. Last dividend of 33 cents, paid January 7, was for two months, at the rate of 50 cents quarterly. Prior to that the company paid 25 cents quarterly.

## E. S. EVANS PAYS EXTRA DIVIDEND

## Crate Manufacturer Prospers on Increased Auto Business

Chicago, March 15.—Present indications are that E. S. Evans and Company will surpass their 1925 record in the current year, according to E. S. Evans, president. The continued prosperity of the motor industry is one of the big factors in the high rate of the Evans business, as the company's chief product is automobile crates.

Mr. Evans states that business so far this year has been well ahead of last and announces the declaration of 25 cents extra on both "A" and "B" stocks in addition to the regular quarterly payments of 50 cents. This is the second consecutive quarter that Evans has paid this extra.

Entering 1926 with orders well ahead of plant capacity, the company contracted with concerns in Virginia and the Carolinas to supply the Eastern demand. The plant at York, Ala., is now also adding substantially to production, and the company will open the plant now nearing completion at South Bend, Ind., about the middle of April. In addition to this expansion, Mr. Evans states that the construction of two new plants in Michigan is planned.

In 1925 the company broke all records with net of \$460,194, or \$12.50 a share on the Class A stock, as compared with \$7.57 a share in 1924. In connection with the increased business of the company Mr. Evans announces that Guy L. Bayley, for many years with Sandstone & Porter, has become general manager.

## J. I. Case Profit \$2,793,673 in 1925

New York, March 15.—The Case Threshing Machine Company reports total income for 1925, before deducting Federal and State taxes, of \$3,468,673 and net income \$2,793,673. After an appropriation of \$500,000 as a special reserve for contingencies there remained \$2,293,673 to credit to surplus.

This is equivalent to earnings of \$17.64 on the 130,000 shares of 7 per cent. cumulative preferred stock outstanding, on which \$804,909 in dividends were paid during the year and on which there are 7 per cent. unpaid dividends. In 1924 earnings on the preferred were \$11.14 per share and in 1923, \$4.88 per share.

### RUBBER STOCKS INCREASE

London, March 15.—Rubber stocks here March 13 totaled 11,571 tons, an increase of 1,172 tons over the amount on hand at the end of the previous week, according to the Rubber Association.

rent 12 months should be about 21,000,000 pounds.

United States Rubber gets from 20 per cent. to 25 per cent. of its total crude rubber requirements from its own plantations. As the latter approaches the peak of production in 1931 with an estimated output of 35,000,000 pounds, the proportion will be much higher.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Advance	Decline	High	Low	Close	Net Change
18 1/2	18 1/2	18 1/2	—	Advance Rumely	—	14 1/2	14 1/2	14 1/2	—
16	16	16	—	Advance Rumely pf.	—	14 1/2	14 1/2	14 1/2	—
110	108 1/2	108 1/2	—	Ajax Rubber	11,800	12 1/2	11 1/2	11 1/2	—
34 1/2	34 1/2	34 1/2	—	Allis-Chalmers	6,400	8 1/2	8 1/2	8 1/2	—
37 1/2	37 1/2	37 1/2	—	Allis-Chalmers pf.	200	109 1/2	109 1/2	109 1/2	—
49 1/2	49 1/2	49 1/2	—	Am. Bosch Magneto	11,300	24 1/2	22 1/2	22 1/2	—
108 1/2	108 1/2	108 1/2	—	Am. La. Franes	1,500	14 1/2	13 1/2	13 1/2	—
13 1/2	13 1/2	13 1/2	—	Briggs Mfg. Co.	5,100	32 1/2	31 1/2	31 1/2	—
88 1/2	88 1/2	88 1/2	—	Chicago Yellow Cab.	100	46 1/2	46 1/2	46 1/2	—
32 1/2	32 1/2	32 1/2	—	Chrysler Corp.	145,200	42 1/2	40 1/2	40 1/2	—
82 1/2	82 1/2	82 1/2	—	Chrysler Corp. pf.	1,500	105 1/2	103 1/2	103 1/2	—
79 1/2	79 1/2	79 1/2	—	Continental Motors	28,300	12 1/2	11 1/2	11 1/2	—
4 1/2	4 1/2	4 1/2	—	Dodge Bros. A.	87,200	27 1/2	24 1/2	24 1/2	—
10 1/2	10 1/2	10 1/2	—	Dodge Bros. B.	8,000	26 1/2	25 1/2	25 1/2	—
105 1/2	105 1/2	105 1/2	—	Dodge Bros. C.	3,800	29 1/2	27 1/2	27 1/2	—
26 1/2	26 1/2	26 1/2	—	Electric Auto-Lite	2,900	74 1/2	71 1/2	71 1/2	—
107 1/2	107 1/2	107 1/2	—	Electric Stor. Battery	12,900	79 1/2	75 1/2	75 1/2	—
10 1/2	10 1/2	10 1/2	—	Emerson-Brant	500	2 1/2	2 1/2	2 1/2	—
10 1/2	10 1/2	10 1/2	—	Emerson-Brant pf.	100	19 1/2	18 1/2	18 1/2	—
105 1/2	105 1/2	105 1/2	—	Fifth Ave. Bus.	100	19 1/2	18 1/2	18 1/2	—
26 1/2	26 1/2	26 1/2	—	Fisher Body	6,900	95 1/2	90 1/2	90 1/2	—
107 1/2	107 1/2	107 1/2	—	Fisk Rubber	46,100	20 1/2	17 1/2	17 1/2	—
4 1/2	4 1/2	4 1/2	—	Fisk Rubber 1st pf.	900	105 1/2	101 1/2	101 1/2	—
13 1/2	13 1/2	13 1/2	—	Gabriel Snubber A.	3,300	40 1/2	38 1/2	38 1/2	—
11 1/2	11 1/2	11 1/2	—	Gardner Motor	3,500	9 1/2	8 1/2	8 1/2	—
115 1/2	115 1/2	115 1/2	—	General Motors	177,200	127 1/2	119 1/2	119 1/2	—
25 1/2	25 1/2	25 1/2	—	General Motors pf.	800	115 1/2	114 1/2	114 1/2	—
70 1/2	70 1/2	70 1/2	—	Glidden Co.	3,100	23 1/2	22 1/2	22 1/2	—
100 1/2	100 1/2	100 1/2	—	Goodrich Co.	38,200	67 1/2	62 1/2	62 1/2	—
108 1/2	108 1/2	108 1/2	—	Goodrich Co. pf.	800	100 1/2	99 1/2	99 1/2	—
46 1/2	46 1/2	46 1/2	—	Goodrich T. & R. pf.	2,500	106 1/2	104 1/2	104 1/2	—
123 1/2	123 1/2	123 1/2	—	Goodrich T. & R. pf.	400	108 1/2	108 1/2	108 1/2	—
28 1/2	28 1/2	28 1/2	—	Hayes Wheel	7,200	44 1/2	41 1/2	41 1/2	—
24 1/2	24 1/2	24 1/2	—	Hudson Motor Car.	247,700	115 1/2	107 1/2	107 1/2	—
66 1/2	66 1/2	66 1/2	—	Hupp Motor Car.	18,700	23 1/2	22 1/2	22 1/2	—
74 1/2	74 1/2	74 1/2	—	Indian Motorcycle	1,700	21 1/2	20 1/2	20 1/2	—
126 1/2	126 1/2	126 1/2	—	Jordan Motor Car.	20,900	56 1/2	51 1/2	51 1/2	—
14 1/2	14 1/2	14 1/2	—	Kelly-Springfield	16,000	71 1/2	66 1/2	66 1/2	—
159 1/2	159 1/2	159 1/2	—	Kelly-Springfield pf.	400	71 1/2	66 1/2	66 1/2	—
112 1/2	112 1/2	112 1/2	—	Kelsey Wheel	500	112 1/2	110 1/2	110 1/2	—
33 1/2	33 1/2	33 1/2	—	Lee Rubber & Tire	5,300	11 1/2	10 1/2	10 1/2	—
37 1/2	37 1/2	37 1/2	—	Mack Trucks	58,800	128 1/2	118 1/2	118 1/2	—
63 1/2	63 1/2	63 1/2	—	Mack Trucks 1st pf.	8,800	112 1/2	112 1/2	112 1/2	—
18 1/2	18 1/2	18 1/2	—	Marlin Rockwell	2,300	31 1/2	29 1/2	29 1/2	—
15 1/2	15 1/2	15 1/2	—	Moon Motors	5,800	33 1/2	31 1/2	31 1/2	—
22 1/2	22 1/2	22 1/2	—	Motometer A.	6,400	44 1/2	42 1/2	42 1/2	—
43 1/2	43 1/2	43 1/2	—	Mullins Body	300	16 1/2	16 1/2	16 1/2	—
108 1/2	108 1/2	108 1/2	—	Murray Body	56,500	61 1/2	55 1/2	55 1/2	—
10 1/2	10 1/2	10 1/2	—	Nash Motors	12,500	20 1/2	18 1/2	18 1/2	—
92 1/2	92 1/2	92 1/2	—	Nash Motors pf.	27,300	37 1/2	35 1/2	35 1/2	—
77 1/2	77 1/2	77 1/2	—	Paige-Detroit Motor	10,000	23 1/2	22 1/2	22 1/2	—
61 1/2	61 1/2	61 1/2	—	Pierce-Arrow	60,800	34 1/2	32 1/2	32 1/2	—
56 1/2	56 1/2	56 1/2	—	Pierce-Arrow pf.	12,000	101 1/2	98 1/2	98 1/2	—
83 1/2	83 1/2	83 1/2	—	Reynolds Spring	2,100	7 1/2	6 1/2	6 1/2	—
109 1/2	109 1/2	109 1/2	—	Spicer Mfg. Co.	13,000	28 1/2	25 1/2	25 1/2	—
34 1/2	34 1/2	34 1/2	—	Spicer Warner Speed	38,100	84 1/2	74 1/2	74 1/2	—
82 1/2	82 1/2	82 1/2	—	Stromberg Carburetor	4,200	73 1/2	67 1/2	67 1/2	—
96 1/2	96 1/2	96 1/2	—	Studebaker Co.	46,700	58 1/2	54 1/2	54 1/2	—
				Timken Roller Bear.	11,100	116 1/2	104 1/2	104 1/2	—
				U. S. Rubber	97,100	73 1/2	69 1/2	69 1/2	—
				U. S. Rubber 1st pf.	2,800	107 1/2	105 1/2	105 1/2	—
				White Motors	18,900	78 1/2	76 1/2	76 1/2	—
				Willis-Overland	62,800	28 1/2	26 1/2	26 1/2	—
				Willis-Overland pf.	2,300	98 1/2	97 1/2	97 1/2	—
				Yellow C. & T. B.	19,100	11 1/2	10 1/2	10 1/2	—
				Yellow C. & T. pf.	800	96 1/2	95 1/2	95 1/2	—

### NEW YORK CURE

Sales	Stocks	High	Low	Last Chg.	Net
1000	Auto	65	51 1/2	62 1/2	4
2000	Brill Corp A	42 1/2	42 1/2	42 1/2	1
500	do B	24	22 1/2	24	1 1/2
9000	Dur Mot Co	10 1/2	9 1/2	9 1/2	1
3900	Fagel Mt Co	6 1/2	6	6 1/2	1/2
1400	Fed M T Co	41	38 1/2	40 1/2	1 1/2
190	FT&R 7 1/2 pf	99 1/2	99 1/2	99 1/2	1
140	Ford M Co	65 1/2	61 1/2	65 1/2	40
100	Frank Mfg Co	26 1/2	26 1/2	26 1/2	1
27000	Gdyr T & H	40	34 1/2	36 1/2	1 1/2

(Above table shows last week's stock movement, complete.)

## Current Commodity Prices

New York, March 15.—Crude rubber prices are holding firm and the demand showed some improvement at the opening today. The gasoline market is unchanged except for a slight reduction in United States Motor wholesale in the Tulsa market. Steel is firm and unchanged.

STEEL PRODUCTS	IRON AND STEEL SCRAP
Billets, per rolling	Heavy melting steel
Billets, forging	Machine shop turnings
Steel bars (hot rolled)	Cast iron borings
Pipes (hot rolled)	No. 1 cast scrap
Blue annealed sheets	
Black sheets	
Auto body	
Bands	
Cold rolled strip	
Hot rolled strip	
Pig iron, basic	
Valleys	
Eastern Pennsylvania	

MILL PRODUCTS	IRON AND STEEL SCRAP
Base prices, cents per pound, f. o. b. mill	
High brass sheets	
Copper, in rolls	
Zinc spot, New York	
Lead, spot, New York	
Aluminum	

SEAMLESS TUBING	IRON AND STEEL SCRAP
High brass	
Copper	
High brass (round 1/2 to 2 1/2 in.)	
Copper, rods, round	

OIL AND GASOLINE	IRON AND STEEL SCRAP
Garage (steel barrels)	
Up-State New York	
Single tank cars, delivered	
New York	

CRUDE PRICES AT WELLS	IRON AND STEEL SCRAP
Penn. grade oil	
In N. Y. Tran.	
Co. lines, f. o. b.	
Bradford District	
oil in Nat.	
Tran. Co. lines	
Penn. grade oil	
In Nat. Tran.	
Co. lines	
Gaines grade oil	
In Nat. Tran.	
Co. lines	
Penn. grade oil	
In S. W. Pa.	
Pipe lines	
Penn. grade oil	
In Eureka P.	
Line Co. lines	

RUBBER MARKET	IRON AND STEEL SCRAP
Plantations—	
First latex, crepe, spot	
March	
April-June	
July-September	

STEEL AVERAGE LOWER	IRON AND STEEL SCRAP
New York, March 15.—The Dow, Jones & Co., average of eight important iron and steel products, based on Iron Age quotations, was unchanged this week at \$51.52 a gross ton, f. o. b., Pittsburgh. This level is \$2.44 a ton lower than the 1925 high of \$53.96 and 68 cents higher than 1925 low of \$50.84. High so far in 1926 was \$51.78, and low was \$51.38. The average of 13 pre-war years was \$37.11.	

NEW MARK, Inc.	IRON AND STEEL SCRAP
250 West 57th Street, New York City	

AUTOMOTIVE ADVERTISING	IRON AND STEEL SCRAP

## CHRYSLER STRONG IN CASH POSITION

Working Capital of \$28,021,131 Shown At End of Last Year

NEW YORK, March 15.—With the inauguration of dividends on the common stock of Chrysler Corporation at the rate of \$3 annually, which is equal to \$12 a share on the former Maxwell B. the company contemplates paying out in dividends annually approximately the equivalent in terms of Maxwell B shares what the latter shares sold at when the sensational rise in these securities began, a little over a year and a half ago.



# Dealer Activities

## NAMED STUTZ DEALER IN ROCHESTER, N. Y.

Rochester, N. Y., March 15.—C. R. Ringgard has just been appointed Stutz dealer here, with salesroom at 48 Seio St., and will be known as the Stutz Motors, Inc. Mr. Ringgard has been connected with several dealerships in Rochester.

## DONHAM NAMED STAR DEALER IN OAKLAND, CAL.

Oakland, Cal., March 15.—Joseph Donham has just been named associate Star dealer here, with headquarters on East 12th St., corner Fallon.

## NEW HUDSON-ESSEX DEALERSHIP IN SEATTLE

Seattle, March 15.—Ben Milne's, 2208 4th Ave., is a new Hudson-Essex metropolitan dealership just opened here. E. C. Metzger is associated with Mr. Milne in this latest city auxiliary of the Nute Motor Company, distributor.

## OVERLAND DEALERSHIP ANNOUNCED IN KENOSHA

Kenosha, Wis., March 15.—W. L. Larsen has just formed the Larsen Motor Company to handle Overland and Willys-Knight cars here.

## NEW OVERLAND FIRM OPEN IN ROCHELLE, ILL.

Rochelle, Ill., March 15.—The Allen Overland Company is a new dealership just opened here in the Hayes Building under the management of William Allen, formerly of Rockford.

## HUPMOBILE TAKEN ON BY CHICAGO DEALER

Chicago, March 15.—The Independence Auto Sales Company, 3006 West Roosevelt Road., is now representing the Hupmobile. H. L. Siegel is president, M. L. Siegel secretary-treasurer and William J. Rieges, vice-president and general manager.

## PENSONNEL CHANGES MADE BY DEALERSHIP

Madison, Wis., March 15.—Changes in office personnel have just been announced by F. D. McGuire of the McGuire Sales Company, Willys-Overland dealer here. John Trainor, formerly with Trainor Brothers, is in the sales department; Frank W. Esser has charge of used car sales; Leonard Holmes is in charge of the office. The latter takes the place of Glenn Ostrander, who has gone to Chicago to be in the distributor office of the Willys-Overland Company.

## TO SELL OAKLANDS AND PONTIACS IN CLEVELAND

Cleveland, March 15.—The Lakeview Motors Company of this city has been named dealer for Oakland and Pontiac cars. The company comprises C. O. Burckel, Jr., and O. M. Humphrey. Opening of the new salesroom was marked with a reception.

## RICKENBACKER SALES FOR SPRINGFIELD, MASS.

Springfield, Mass., March 15.—A new dealership for the Rickenbacker car has been opened by Alger G. Johnson at 153 Chestnut St. Mr. Johnson has been a successful distributor of Rickenbacker cars for several years in Lowell and will conduct the Springfield dealership in addition to his other plants. There will be a service station at 196 Pearl St.

## HUDSON-ESSEX DEALER NAMED IN MILWAUKEE

Milwaukee, Wis., March 15.—Organization of Faber-Braden-Holland, Inc., to sell and service Hudson and Essex cars has been announced here. The firm members are George L. Faber, A. E. Braden and P. B. Holland, and all three will be active in the business. The sales room and service department is at 4514 Lisbon Ave.

## Germany Clamors For American Cars

Washington, March 15.—Automobile dealers in Germany appear to be clamoring for American cars and accessories, thirteen of the seventeen foreign inquiries received this week by the Department of Commerce—coming from that country.

Most of the German inquiries are from dealers in Munich. In some instances, agencies also are wanted for American motorcycles. Following are the numbers of the German inquiries for cars, motorcycles and accessories:—

19486, 19468, 19472, 19475, 19506, 19466, 19470, 19476, 19469, 19473, 19477, 19474, 19471.

Other inquiries received this week by the department follow:—

19508, Buenos Aires, Argentina, agency for accessories; 19513, Venice, Italy, purchase and agency of electrical automobile accessories and parts; 19467, Cairo, Egypt, agency for medium-priced automobiles; 19507, Duval, Canada, purchase of motor bus.

American exporters and manufacturers may obtain detailed information by communicating with the Bureau of Foreign and Domestic Commerce of the Department of Commerce, or any of its co-operative bureaus, by giving the number affixed to the inquiry.

## Incorporations

### NORTH CAROLINA

Kaleigh, N. C., March 15.—The following certificates of incorporation have just been issued from the office of the secretary of state:—

Phillips Motor Company, Lenoir; to buy and sell automobiles and all kinds of motor vehicles; capital stock, \$100,000, with \$40,000 subscribed by T. J. Phillips, B. M. Phillips, H. W. Link and L. H. Link, all of Lenoir.

Madison Bus Company, Marshall; to operate for hire all kinds of motor vehicles; capital stock, \$25,000, with \$300 subscribed by Frank Roberts, McKinley Ramsey and L. E. Roberts, all of Marshall.

Granite City Bus Company, Mount Airy; to operate a bus line between Mount Airy and Statesville; capital, \$25,000, with \$2,400 subscribed by E. C. Ashby, J. L. Ashby and C. M. Whitlock, all of Mount Airy.

Citizens' Motor Company, Inc., Elizabethtown; to deal in automobiles and accessories; capital, \$10,000, with \$7,000 subscribed by N. L. Tatum, H. M. Clark and Ralph Boring, all of Elizabethtown.

Alamance Chevrolet Company, Burlington; to deal in automobiles and accessories; capital, \$50,000, with \$10,000 subscribed by L. P. Wilkins and J. H. Jones, Jr., of Sanford and C. M. Fullins of Burlington.

Stowe's Garage, Inc., Winston-Salem; to deal in automobiles and the products thereof; 200 shares of common stock without par value, with five shares each subscribed by H. R. Stowe, J. H. Barnes and R. P. Fordham, all of Winston-Salem.

Beason Motor Company, Rutherfordton; to deal in automobiles and accessories; capital, \$50,000, with \$1,800 subscribed by S. G. Beason, J. W. Beason and T. F. Cates, all of Rutherfordton.

### NEBRASKA

Lincoln, Neb., March 15.—New and active incorporations here are:—

Community Oil Company, Holdrege; \$25,000; J. Rossen, S. A. Andrew and H. L. Buckles.

Rush Tire Service, Omaha, \$10,000; W. J. Rusch, E. VanKoy and J. T. Wood.

Dakota County Co-operative Oil Association, Dakota City, \$20,000; J. T. Daley, E. J. Way, S. H. Bridenbaugh, G. G. Sides

C. C. Deerman, M. G. Leamer and Hill.  
Geneva Motor Company, Geneva, \$25,000; Russell Tetard, Edward R. Hendrichs and Gertrude M. Tetard.

### OREGON

Salem, Ore., March 15.—The following automotive firms have just filed articles of incorporation in this state:—

Hargain Tire Company, Portland, \$5,000; M. A. Wurzweller, E. W. Peck and S. Bartle.

Mainline Motors Corporation, Portland, \$200,000; Fred Bauer, H. A. Robertson and B. W. Taylor.

Belmont Body Works, Portland, \$4,000; Calvin Heilig, L. E. Neely and J. C. Heilig.

Clever Tools, Inc., Portland, \$5,000; W. R. Frentzel, M. A. Frentzel and E. Withers.

## Classified Advertising

**CLASSIFIED RATES**  
5c word (per daily insertion)

### BUSINESS OPPORTUNITY

#### OPPORTUNITY

For good automobile man West Virginia territory to invest some money and his services in well established auto and truck business. The season is here. Act at once. Box 61, Automotive Daily News.

### SALESMAN WANTED

SALESMEN to sell Tenthredon Automobile Brake Lining to jobbing trade. State experience first letter. American Asbestos Company, Norristown, Pa.

—"Good items in it to use as a basis for our daily sales meeting."

## Personal Items

### CRIST MADE MANAGER

Chicago, March 15.—H. A. Crist, a salesman in the used car department, has been promoted to manager of that department by the Cadillac Motor Car Company, Chicago branch.

### ROBINSON IN WASH. STATE

Olympia, Wash., March 15.—Bruce Robinson, recently of Hayden, Col., has just taken charge of the parts department of the Wilde Motor Car Co., Vancouver, Wash., Chevrolet distributor.

### SCHUELER IN NEW POST

Johnstown, Pa., March 15.—Lou H. Schueler has resigned as sales manager for the Pioneer Motor Sales Company and has become manager of the Gramm & Kincaid Motor Sales Company, 46-48 Valley Pike, which is a direct factory representative of the Gramm & Kincaid Motors, Inc., manufacturers of motor trucks and motor buses, and the Pierce-Arrow Motor Car Company.

### SHARP IN SALES LEAD

Oakland, Cal., March 15.—J. E. Sharp, who won the local Nash sales contest in January, walked away with the honors again in February, it has just been announced.

### MELZOR DAY IN NEW POST

Flint, Mich., March 15.—Melzor C. Day, who retired as general manager of the Mason Motor Truck Company, division of Durant Motors, last summer, and who was one of the originators of the original Mason Motor Company, which was absorbed several years ago by General Motors, has just been named assistant general manager of Woodin & Barnes Company, local Cadillac, Oakland, Pontiac and G. M. C. truck dealers.

## Improvements

### PLANS STORAGE GARAGE

Redlands, Cal., March 15.—A. Osburn, veteran automobile dealer, is planning to erect a brick building on Central Avenue and 3d Street to be used in his garage business as a storage garage.

### BUYS STORAGE BUILDING

Syracuse, N. Y., March 15.—Simon J. Silverman, president of the Syracuse Motor Car Company, representative for Chrysler cars, announced today that he has purchased the building formerly occupied by the Syracuse Stamping Company in South West Street. It will be utilized for extra storage and as a service station. The new addition is two stories high and 33 by 125 feet in size. The new owners take possession April 1.

### DEALER HOME COMPLETED

Beloit, Wis., March 15.—(U. T. P. S.)—The home of the Clark Motor Company, Broad Street, dealer of Paige and Jewett cars, has been completed.

### 10,000 ATTEND OPENING

Lufkin, Tex., March 15.—More than 10,000 Angelina county residents attended the opening of the new home of the Glass Motor Company, Ford and Lincoln dealer, of this city.

### \$40,000 SALES BUILDING

Rockford, Ill., March 15.—Construction of an automobile sales and service building at 214 North 5th St., to cost \$40,000, will be started soon by Dell Hutchins, distributor for the Buick.

### PLAN NEW BUILDING

Rochester, N. Y., March 15.—The Rochester Gas and Electric Corporation will soon begin the erection of a \$225,000 two-story concrete structure, which will house the automobile repair shop and the electrical construction and repair departments of the company.

J. B. ROHAN, Pres.  
HERBERT F. JORDAN, Vice-Pres.  
F. A. GAIER, Sec'y Treas.

**ROHAN MOTOR COMPANY**  
LINCOLN Fordson  
709-715 Wisconsin Street

LINCOLN DIVISION  
319-321 WISCONSIN ST.

Racine, Wisconsin,

March 1, 1926.

Automotive Daily News.  
New York, N.Y.  
Gentlemen;

Yes I look for the Automotive Daily News each day for I have already found four very good items in it to use as a basis for our daily sales meeting.

I feel sure that as you progress I will find more.

Yours very truly

*Herbert F. Jordan*  
Pres. Rohan Motor Co.

JBR-2

**Use this coupon to keep the Automotive Daily News coming daily**

**AUTOMOTIVE DAILY NEWS,**

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